

## B.Com. Semester Exam

### Scheme of Examination

**Min. Pass Marks- 29+14+11=54**

**Duration – 3 Hrs.**

**Max. Marks – 80+40 +30 =150**

*\*There will be a scheme of 150 marks.*

*\*The scheme is structured as follows:*

*\*Total 150 marks = 30 internal(20 theory + 10 practical) + 80 theory + 40 practical*

*\*For 80 marks Theory course:*

*\* Course will contain 5 units. The question paper shall contain three sections*

*\* **Section –A (10 marks)** shall contain 10 questions two from each Unit. Each question shall be of 1 marks. All the questions are compulsory. Section A will be prepared such that questions Q1(i) to Q1(v) are multiple-choice questions, while questions Q1(vi) to Q1(x) will be fill-in-the-blank questions.*

*\* **Section - B (25 marks)** shall contain 5 questions) (i.e. Q2 to Q6) (two from each unit with internal choice. Each question shall be of 5 marks. The candidate is required to answer all 5 questions. The answers should not exceed 150 words*

*\* **Section - C (45 marks)** shall contain 5 questions (i.e. Q7 to Q11), one from each Unit. Each question shall be of 15marks. The candidate is required to answer any three questions. The answers should not exceed 400 words.*

### Semester III: Discipline Centric Courses

#### **TTM4.5DCCT35: TRAVEL AGENCY MANAGEMENT**

#### **(Tourism & Travel Management Group)**

**Min. Pass Marks- 29+14+11=54**

**Duration – 3 Hrs.**

**Max. Marks – 80+40 +30 =150**

*\*There will be a scheme of 150 marks.*

*\*The scheme is structured as follows:*

*\*Total 150 marks = 30 internal(20 theory + 10 practical) + 80 theory + 40 practical*

*\*For 80 marks Theory course:*

*\* Course will contain 5 units. The question paper shall contain three sections*

*\* **Section –A (10 marks)** shall contain 10 questions two from each Unit. Each question shall be of 1 marks. All the questions are compulsory. Section A will be prepared such that questions Q1(i) to Q1(v) are multiple-choice questions, while questions Q1(vi) to Q1(x) will be fill-in-the-blank questions.*

*\* **Section - B (25 marks)** shall contain 5 questions) (i.e. Q2 to Q6) (two from each unit with internal choice. Each question shall be of 5 marks. The candidate is required to answer all 5 questions. The answers should not exceed 150 words*

*\* **Section - C (45 marks)** shall contain 5 questions (i.e. Q7 to Q11), one from each Unit. Each question shall be of 15marks. The candidate is required to answer any three questions. The answers should not exceed 400 words*

**Objectives:** To comprehend the notion of tourism and the fundamentals of the travel and tourist sector. To get and properly distribute precise and comprehensive product knowledge as well as destination details about various traveller kinds. to go over the many lingo and jargon used in the travel and tourist sector. to assess the various tourist sector players and pertinent agencies, as well as the roles these stakeholders perform.

#### **Course outcomes-**

After completing this course successfully, the student will be able to:

to examine the idea of tourism and the travel and tourism sector. To gain knowledge of the theoretical ideas and how the tourist business is affected by them. To examine the many driving forces behind the tourism sector and to understand functions of travel agencies and travel agents.. To get knowledge of the many terms used in the tourist sector.

## Contents

### **Unit I**

Travel Agency and Introduction Travel Agency: Brief history and present scenario

### **Unit II**

Functions of travel agency, Department of Travel agency Working of a travel agency Travel terminology

### **Unit III**

Travel agent: Role and function in tourism industry. Tour operator : Kinds and role Guide and Escort: Duties and responsibilities, training package tours.

### **Unit IV**

Fares: Definition, type, details of IATA Air Ticketing (Old style manually issued ticket)

### **Unit V**

ABC-Introduction and handling Some important circuits

### **Readings:**

Jugmohan Negi : Travel Agency and Tour Operation.

P.C. Sinha : Tourism Transport and Travel Management

Valenu L.Smith : Hosts and Guest, Philadelphia, 1990

Bani Kant Kakati: The Mother Goddess Knamakhya Guwahati

**Semester IV: Discipline Centric Courses**  
**TTM4.5DCCT45: HOSPITALITY MANAGEMENT**  
**(Tourism & Travel Management Group)**

**Min. Pass Marks- 29+14+11=54**

**Duration – 3 Hrs.**

**Max. Marks – 80+40 +30 =150**

*\*There will be a scheme of 150 marks.*

*\*The scheme is structured as follows:*

*\*Total 150 marks = 30 internal(20 theory + 10 practical) + 80 theory + 40 practical*

*\*For 80 marks Theory course:*

*\* Course will contain 5 units. The question paper shall contain three sections*

*\* **Section –A (10 marks)** shall contain 10 questions two from each Unit. Each question shall be of 1 marks. All the questions are compulsory. Section A will be prepared such that questions Q1(i) to Q1(v) are multiple-choice questions, while questions Q1(vi) to Q1(x) will be fill-in-the-blank questions.*

*\* **Section - B (25 marks)** shall contain 5 questions) (i.e. Q2 to Q6) (two from each unit with internal choice. Each question shall be of 5 marks. The candidate is required to answer all 5 questions. The answers should not exceed 150 words*

*\* **Section - C (45 marks)** shall contain 5 questions (i.e. Q7 to Q11), one from each Unit. Each question shall be of 15marks. The candidate is required to answer any three questions. The answers should not exceed 400 words*

**Objectives-** The purpose of this course is to provide students an overview of the hotel industry and the services it offers. to include the ideas and theoretical frameworks needed in the hospitality sector. to become familiar with the various principles of grading hotel, layout of house keeping department. To aid in the understanding of various procedures related to left luggage, wakeup call and vandalism in hotel.

**Course outcomes-**

After completing this course successfully, the student will be able to:

To elucidate the fundamental ideas of the hospitality sector. To comprehend different hotel kinds and how they work. To become familiar with the terminology used in hotel staff organisation and to comprehend it. To comprehend the duties and responsibilities of front office department.

**Contents**

**Unit I**

Principles of Grading Hotel-Star, categorization-Function of classification committee. Rule and Regulation. Laying of House keeping department, duties of principal staff.

**Unit II**

Rules of guest floor-Maids Cart-Bed making room maintenance procedure. Procedure for requesting fresh linen-Guest supplies Records kept in floor linen room. Par stock lost and fund procedure, cleaning methods, agents. Wake call procedure scanty baggage procedure.

**Unit III**

Left luggage procedure. Keys and keys control types of keys Room maintenance, lobby and lounge maintenance. Inspection of checked out rooms.

**Unit IV**

Case study, guest fall ill, death in hotel, fire in hotel,

**Unit V**

vandalism, cuisines: type of cuisine, catering - meaning, classification services types of services layout of table cover, menu, types, planning, control systems in catering, area methods of cooking, organization of restaurant, duties and responsibilities of principal staff of catering.

**Readings:**

Hotel and Restaurant Guide India , New Delhi ,1997  
F&B service, Sudhir Andrews, TmW.

**Semester V: Discipline Centric Courses**

**TTM4.5DCCT55: TOURISM MARKETING**

**(Tourism & Travel Management Group)**

**Min. Pass Marks- 29+14+11=54**

**Duration – 3 Hrs.**

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*\*The scheme is structured as follows:*

*\*Total 150 marks = 30 internal(20 theory + 10 practical) + 80 theory + 40 practical*

*\*For 80 marks Theory course:*

*\* Course will contain 5 units. The question paper shall contain three sections*

*\* **Section –A (10 marks)** shall contain 10 questions two from each Unit. Each question shall be of 1 marks. All the questions are compulsory. Section A will be prepared such that questions Q1(i) to Q1(v) are multiple-choice questions, while questions Q1(vi) to Q1(x) will be fill-in-the-blank questions.*

*\* **Section - B (25 marks)** shall contain 5 questions) (i.e. Q2 to Q6) (two from each unit with internal choice. Each question shall be of 5 marks. The candidate is required to answer all 5 questions. The answers should not exceed 150 words*

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**OBJECTIVES-** Basic knowledge of the tourism marketing is necessary to comprehend the notion of tourism. To get and properly distribute precise and comprehensive product knowledge as well as destination details. To assess different data for tourism research and situational analysis.

**COURSE OUTCOMES-** After completing this course successfully, the student will be able to:

To develop a marketing action plan. to gain knowledge of the theoretical ideas. To comprehend the fundamentals of the tourist sector. To examine the many driving forces for tourism demand. To get knowledge of different tourist attractions.

**Contents**

**Unit I**

Introduction Tour and Tourist defined- Travel Trade-marketing orientation marketing defined reasons. For growth of tourism travel motivater destination life cycle, tourism marketing process.

**Unit II**

Demand Generators- Attractions as assets-infrastructure and suprastrucure natural environment, attraction created attractions conventions conference centres international agreement.

**Unit III**

Tourism research - need for research, types of research, secondary data, primary data, micro and macro data, research process. obtaining tourism data.

**Unit IV**

Situation analysis - marketing environment, area analysis, competitor analysis, product analysis, opportunity analysis, accessibility analysis, impact on ecology, consumer behaviour, tourism segmentation.

**Unit V**

Marketing planning - definition developing performance, developing performance objectives, developing a marketing action plan preparing. A budget appropriate to the action obtain the feed back for control and evaluation. Marketing mix.

**Readings:**

**1 P.C.Singh : Tourism Marketing**

**2 Philip Kotler : Marketing Management : Analysis, Planning and control London 1984.**

**3.Philip Kotler : Marketing for Non-Profit Organisations, New Jersey, 1975**

**4. Cooper Et. Al. : Tourism principles and practices London,1993**

**Semester VI: Discipline Centric Courses**

**TTM4.5DCCT65:ENTREPRENEUR DEVELOPMENT**

**(Tourism & Travel Management Group)**

**Min. Pass Marks- 29+14+11=54**

**Duration – 3 Hrs.**

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**OBJECTIVES-** To understand the concept of entrepreneurship, functions and types. To understand functioning and handling of travel agency. To discuss various terms and terminologies associated with entrepreneur. To evaluate about the different entrepreneurs and relevant agencies in tourism industry and how they play their functions.

**COURSE OUTCOMES**

The successful completion of this course shall enable the learner: To analyze the concept of entrepreneur and entrepreneurship. To develop an understanding of the theoretical concepts of setting up a travel agency. To understand the basic foundations of entrepreneur development. To analyze various factors that control the entrepreneurship. To develop understanding of various licencing and various licences related to hotel.

**Contents**

**Unit I**

Introduction, Function and tasks, Characteristics of Successful Entrepreneurs and its different types.

**Unit II**

Entrepreneurship infrastructure in India. Setting up of a Travel Agency- Its department Functioning and Handling.

**Unit III**

Special issues and problems in setting a tourist unit for examples a Hotel opening Legislation

**Unit IV**

Regulation registration licensing etc.

**Unit V**

Handling a tourist unit determining food cost, non etc.

**Readings**

Taud R.P. and Taub D.L. : Enterprises in India small scale industries manohar New Delhi 1989

Tiwari V.K. Philip J. and Pandey A.N. : Small scale industry : success and failures concept New Delhi 1992