

FACULTY OF ECONOMICS & BUSINESS

SYLLABUS

FOR

**BACHELOR OF TOURISM AND
HOTEL MANAGEMENT (BTHM)**

(Semester: I -VI)

Session: 2019-20



**GURU NANAK DEV UNIVERSITY
AMRITSAR**

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BACHELOR OF TOURISM AND HOTEL MANAGEMENT (BTHM) (SEMESTER SYSTEM)

SEMESTER - I

Course Code	Subject	Theory	Practical	M. Marks
BTHM- 101	Introduction to Hotel Business.	100	-	100
BTHM-102	Basics of Tourism	100	-	100
BTHM-103	Food Production- I	80	20	100
BTHM-104	Food and Beverage Service-I	80	20	100
BTHM- 105	Communication Skills in English-I	50	-	50
BTHM- 106	Punjabi (Compulsory) OR ਮੁੱਢਲੀ ਪੰਜਾਬੀ OR Punjab History & Culture(From Earliest Times to 320) (Special Paper in lieu of Punjabi Compulsory)	50	-	50
	*Drug Abuse: Problem, Management and Prevention (Compulsory)	50	-	50

SEMESTER-II

Course Code	Subject	Theory	Practical	M. Marks
BTHM-201	Front Office Operations – I	100	-	100
BTHM-202	Basics of Management	100	-	100
BTHM-203	Tourism Management in India.	100	-	100
BTHM-204	Hotel House Keeping –I	80	20	100
BTHM-205	Communication Skills in English-II	35	15	50
BTHM-206	Punjabi (Compulsory) OR ਮੁੱਢਲੀ ਪੰਜਾਬੀ OR Punjab History & Culture (C320 to 1000 B.C.) (Special Paper in lieu of Punjabi Compulsory)	50	-	50
	*Drug Abuse: Problem, Management and Prevention (Compulsory)	50	-	50

*** Note: The marks of Paper will not be added in the Grand Total.**

BACHELOR OF TOURISM AND HOTEL MANAGEMENT (BTHM) (SEMESTER SYSTEM)

SEMESTER-III

Course Code	Subject	Theory	Prac.	M. Marks
BTHM – 301	Hotel House Keeping – II	80	20	100
BTHM – 302	Food Production – II	80	20	100
BTHM – 303	Marketing & PR in Service Industry	100	-	100
BTHM – 304	Information and Communication Technology in Tourism and Hotel Industry	100	-	100
BTHM – 305	Financial and Hotel Accounting	100	-	100

SEMESTER-IV

		Theory	Prac.	M. Marks
BTHM – 401	Front Office Operations – II	80	20	100
BTHM – 402	Hygiene & Sanitation	100		100
BTHM – 403	Tourism Products in India	100		100
BTHM – 404	Fundamentals of Computer	80	20	100
ESL–222	* Environmental Studies–II	50		50

***Note: The marks of Paper Environmental Studies will not be added in the Grand Total.**

BACHELOR OF TOURISM AND HOTEL MANAGEMENT (BTHM) (SEMESTER SYSTEM)

SEMESTER-V

Course Code	Subject	Theory	Prac.	M. Marks
BTHM – 501	Food & Beverage Service – II	80	20	100
BTHM – 502	Tourism Management	100	–	100
BTHM – 503	Corporate Communication and Customer Relation Management	100	–	100
BTHM – 504	Event Management	100	–	100
BTHM – 505	Business Communication	100	–	100

SEMESTER-VI

Course Code	Subject	External
BTHM – 601	Industrial Training Report	250 Marks
BTHM – 602	Comprehention Viva on the entire course work	250 Marks

***Note: Soon after the End Term examination of Vth Semester, the students will have to undergo 18 weeks training in reputed Hotel/Travel Agency. The students will have submit a report of training to the department. The organization where the candidates undergo training with issue a certificate. The document must be send to the department for onward transmission to the University.**

BTHM- 101: INTRODUCTION TO HOTEL BUSINESS**Time: 3 Hours****Max. Marks: 100****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION-A
Introduction to Hotel Industry: Accommodation, types and forms, changing concept over time, main features of different basis of categorization of accommodation factors. Main features of different categories of accommodation. Classification of catering (Food and Beverage) establishment. Hotel Business and importance activities Hoteliering business major characteristics, problems of this business.
SECTION-B
Growth and development of Hotel Industry: Growth and Hotel Industry in India, Major personalities associated with hotel growth in India and their contribution. Roll of public sector in this growth, Major hotel (s) in private sector.
SECTION-C
Classification, Registration and Gradation of Hotels, Concepts, Requirements and procedure in Indian context. Types of hotel based on different criteria.
SECTION-D
Functional Departments of Hotel: Front Office, catering Food and Beverage, Housekeeping, Engineering, Human Resource, Finance and Account, Marketing.

Books Recommended:

1. Negi Jag Mohan: Hotels for Tourism Development (2nd Edition) Metropolitan, New Delhi.
2. Gee, Chuck Y: International Hotel Management Educational Institute, America.

BTHM-102: BASICS OF TOURISM**Time: 3 Hours****Max. Marks: 100****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION-A
<p>Tourism: Meaning, Nature and scope of Tourism, Components of Tourism. Attractions, accommodations and associability (Transportations) Types and forms and Tourism. Relationship between Leisure, recreation and Tourism. Outbound and Inbound Tourism trends.</p> <p>Motivation of Travel:</p> <ul style="list-style-type: none"> • Physical motivations: travel for sports and adventure, rest and relaxation, health and medical reasons etc. • Cultural motivations : pilgrimage tourism, cultural curiosity etc. • Interpersonal Motivation: meeting new people, VFR, etc. • Status and Prestige motivation: business motivation.
SECTION-B
<p>Factors for Tourism Growth: Factors that have led to the growth of tourism.</p> <ul style="list-style-type: none"> • Technology and destination development • Changing social patterns. • Changing Living standards. <p>Barriers to the growth of tourism.</p> <ul style="list-style-type: none"> • Factors existing at the destination: terrorism & political and social environment • Factors barring a potential tourist from traveling: time, cost, and social barriers.
SECTION-C
<p>Positive and Negative impacts of tourism.</p> <ul style="list-style-type: none"> • Economic Impacts • Socio-Culture impacts. • Environmental impacts.
SECTION-D
<p>Sustainable Tourism:</p> <ul style="list-style-type: none"> • Definition and principles of sustainable Tourism. • Concept of ecotourism, The impact of ecotourism in an area (Positive and Negative) • Component of ecotourism. • Ecotourism and local community, Community based Tourism Management. • Agenda 21. • Roll of World Tourism Organization in Sustainable Tourism.

Books Recommended:

1. Bhatia A.K: Tourism Development Principles and Practices, Sterling Publisher Private Ltd.
2. Negi Jagmohan: International Tourism & Travel Concept & Principles, S. Chand & Co.
3. Rozerl and Slinn: Tourism Management & Facilities.
4. Holloway J.C: Marketing for Tourism.

BTHM- 103: FOOD PRODUCTION- I**Time: 3 Hours****M.Marks:100****Theory: 80****Practical: 20****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION-A

Introduction to the Art of Cookery
 Culinary History- Development of the Culinary Art from the middle ages to modern cookery.
 Modern Hotel Kitchen
 Indian Regional Cuisine
 Popular International Cuisine (An Introduction) of French, Italian and Chinese Cuisine.
 Aims & Objectives of Cooking Food.
 Classification- Cooking Materials and their uses.
 Foundation ingredients – Meaning, action of heat and carbohydrates, fats, proteins, minerals and vitamins.
 Fats and oils- meaning & examples of fats & oils, quality for shortenings, commonly used fats and oils and their sources & uses.

SECTION-B

Raising agent- Functions of raising agents, chemical raising agents & yeast. Eggs uses of eggs in cooking, characteristics of fresh eggs, deterioration of eggs, storage of eggs.
 Salts- uses.
 Liquid- water, stock, milk, fruit juices etc. Uses of liquid.
 Flavoring & seasoning- uses & example.
 Sweetening agents- uses & examples. Thickening agent.
 Preparation of ingredients.
 Washing, peeling scraping, paring.
 Cutting- terms used in vegetables cutting, julienne, brunoise mecedoine, jardinière, paysanne- grating.
 Grinding. Mashing. Sieving. Milling. Steeping. Centrifuging. Emulsification. Evaporation.
 Homogenization.
 Methods of mixing foods.

SECTION-C

Equipment used in kitchen.
 Types of Kitchen Equipment- Diagrams, Uses, Maintenance, Criteria for Selection.
 Kitchen Organization.
 Main Kitchen & Satellite Kitchen.
 Duties & responsibilities of each staff.
 Cooking fuels- uses & advantage of different types of cooking fuels.
 Methods of Cooking.
 Methods of cooking food–transference of heat to food by radiation, conduction & convection–magnetrons waves meaning. Boiling, poaching, stewing, braising, streaming, baking, roasting, grilling, frying, paper bag, microwave, pot rousing–explanations with examples.
 Stocks, Glazes, Sauces and Soups

SECTION-D

Meaning uses and types of stocks, points observed while making stock. Recipes for 1 liter of white, brown and fish stock.

Glazes- meaning & uses.

Sauces – meaning, qualities of a good sauce, types of sauces – proprietary sauce and mother sauce. Recipe for 1 lit. Bechamel, Veloute, Espagnole, Tomato & Hollandaise. Derivatives of mother sauces. (only name, no recipes). Recipes for known International Sauces & their uses.

Soups – classification of soups, meaning of each type with examples.

Basic Preparations. Mise-en-place for Bouquet Garni, mirepoix, duxelle paste, batters, marinades and gravies.

Books Recommended:

1. Arora Krishna: Theory of Cookery, Frnak Bros & Co. Publisher Ltd.
2. Thangam Phillip: Modern Cookery, Orient Longman.
3. Arvind Saraswat: Professional Chef.

BTHM –104: FOOD & BEVERAGE SERVICE- I**Time: 3 Hours****M. Marks: 100****Theory: 80****Practical: 20****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION-A
<p>The evolution of catering industry, scope for caterers in the industry. Relationship of the catering industry to other industries. Types of Catering Establishments – Sectors. Introduction to the Food and Beverage operations. Restaurants and their subdivisions, Coffee Shop, Room Service, Bars, Banquets, Discotheques, Grill Room, Snack Bar, Executive Lounges, Business Centers and Night Club. Back arrears; Stillroom, Wash-up, Hot-Plate, Plate Room, Kitchen Stewarding.</p> <ul style="list-style-type: none"> • Operating equipment, Requirements, Criteria for selection quantity and types. • Classification of crockery/ cutlery / glassware / hollowware / flatware / special equipment upkeep and maintenance of equipment. • Furniture. • Linen • Disposables.
SECTION-B
<p>Staff organization – the principal staff of different types of restaurants. Duties & responsibilities of the service staff. Duties and responsibilities of service staff – Job Descriptions and Job Specifications. Attitude and Attributes of Food and Beverage Service Personnel – personal hygiene, punctuality, personality attitude towards guests, appearance, salesmanship, sense of urgency, customer satisfaction. Basic Etiquettes for catering staff. Interdepartmental relationship.</p>
SECTION-C
<p>Cover-definition, different layouts. Menu Planning, considerations and constraints Menu Terms Menu Design French Classical Menu Classical Foods and its Accompaniments with cover</p>
SECTION-D
<p>Indian Regional dishes, accompaniments and service.</p> <ul style="list-style-type: none"> • Breakfast- Introduction, Types, Service methods, a la carte, and TDH setups. • Brunch

- Lunch
- Hi-tea
- Supper
- Dinner
- Table Service – Silver/ English, Family, American, Butler / French, Russian.
- Self Service- Buffet and Cafeteria Service
- Specialized Service – Gueridon, Tray, Trolley, Lounge, Room etc.
- Single Point Service – Takeaway, Vending Kiosks, Food Courts, Bars, Automats
- Billing methods – Duplicate and Triplicate system, KOTs and BOTs, Computerized KOTs
- Necessity and functions of a control system, F& B Control cycle and monitoring.
- Food and Beverage Terminology related to the course.

Books Recommended:

1. Lillicrap Dennis, Cousins John & Smith Rober: Food & Beverage Service Sixth Edition, Hodder & Stoughton.
2. Dhawan Vijay: Food & Beverage Service, Frank & Sons.
3. Andrew Sudhir 38th Reprint: Food & Beverage Service, Tata McGraw- Hill.

BTHM –105: COMMUNICATION SKILLS IN ENGLISH – I**Time: 3 Hours****Max. Marks: 50****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

The syllabus is divided in four sections as mentioned below:

Section–A

Reading Skills: Reading Tactics and strategies; Reading purposes–kinds of purposes and associated comprehension; Reading for direct meanings.

Section–B

Reading for understanding concepts, details, coherence, logical progression and meanings of phrases/ expressions.

Activities:

- Comprehension questions in multiple choice format
- Short comprehension questions based on content and development of ideas

Section–C

Writing Skills: Guidelines for effective writing; writing styles for application, personal letter, official/ business letter.

Activities

- Formatting personal and business letters.
- Organising the details in a sequential order

Section–D

Resume, memo, notices etc.; outline and revision.

Activities:

- Converting a biographical note into a sequenced resume or vice-versa
- Ordering and sub-dividing the contents while making notes.
- Writing notices for circulation/ boards

Recommended Books:

- *Oxford Guide to Effective Writing and Speaking* by John Seely.
- *English Grammar in Use* (Fourth Edition) by Raymond Murphy, CUP

BTHM -106: ਪੰਜਾਬੀ (ਲਾਜ਼ਮੀ)

ਸਮਾਂ : 3 ਘੰਟੇ

ਕੁਲ ਅੰਕ : 50

ਪਾਠ-ਕ੍ਰਮ ਅਤੇ ਪਾਠ-ਪੁਸਤਕਾਂ

ਸੈਕਸ਼ਨ-ਏ

ਆਤਮ ਅਨਾਤਮ (ਕਵਿਤਾ ਭਾਗ),
(ਸੰਪ. ਸੁਹਿੰਦਰ ਬੀਰ ਅਤੇ ਵਰਿਆਮ ਸਿੰਘ ਸੰਧੂ)
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।
(ਪ੍ਰਸ਼ਗ ਸਾਹਿਤ ਵਿਆਖਿਆ, ਸਾਰ)

ਸੈਕਸ਼ਨ-ਬੀ

ਇਤਿਹਾਸਕ ਯਾਦਾਂ (ਇਤਿਹਾਸਕ ਲੇਖ-ਸੰਗ੍ਰਹਿ)
ਸੰਪਾ. ਸ.ਸ.ਅਮੋਲ,
ਪੰਜਾਬੀ ਸਾਹਿਤ ਪ੍ਰਕਾਸ਼ਨ, ਲੁਧਿਆਣਾ। (ਲੇਖ 1 ਤੋਂ 6)
(ਨਿਬੰਧ ਦਾ ਸਾਰ, ਲਿਖਣ-ਸ਼ੈਲੀ)

ਸੈਕਸ਼ਨ-ਸੀ

(ੳ) ਪੈਰਾ ਰਚਨਾ
(ਅ) ਪੈਰਾ ਪੜ੍ਹ ਕੇ ਪ੍ਰਸ਼ਨਾਂ ਦੇ ਉੱਤਰ।

ਸੈਕਸ਼ਨ-ਡੀ

(ੳ) ਪੰਜਾਬੀ ਧੁਨੀ ਵਿਉਂਤ : ਉਚਾਰਨ ਅੰਗ, ਉਚਾਰਨ ਸਥਾਨ ਤੇ ਵਿਧੀਆਂ, ਸਵਰ, ਵਿਅੰਜਨ,
ਸੁਰ-ਪ੍ਰਕਾਸ਼।
(ਅ) ਭਾਸ਼ਾ ਵੰਨਗੀਆਂ : ਭਾਸ਼ਾ ਦਾ ਟਕਸਾਲੀ ਰੂਪ, ਭਾਸ਼ਾ ਅਤੇ ਉਪ-ਭਾਸ਼ਾ ਦਾ ਅੰਤਰ, ਪੰਜਾਬੀ
ਉਪ-ਭਾਸ਼ਾਵਾਂ ਦੇ ਪਛਾਣ-ਚਿੰਨ੍ਹ।

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਭਾਗ ਹੋਣਗੇ। ਹਰ ਭਾਗ ਵਿੱਚੋਂ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਭਾਗ ਵਿੱਚੋਂ ਇੱਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ।
ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਭਾਗ ਵਿੱਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ ਬਰਾਬਰ ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ
ਉਪ-ਪ੍ਰਸ਼ਨਾਂ ਵਿੱਚ ਕਰ ਸਕਦਾ ਹੈ।

BTHM –106: ਮੁੱਢਲੀ ਪੰਜਾਬੀ
(In lieu of Compulsory Punjabi)

ਸਮਾਂ : 3 ਘੰਟੇ

ਕੁਲ ਅੰਕ: 50

ਪਾਠ-ਕ੍ਰਮ

ਸੈਕਸ਼ਨ-ਏ

ਪੈਂਤੀ ਅੱਖਰੀ, ਅੱਖਰ ਕ੍ਰਮ, ਪੈਰ ਬਿੰਦੀ ਵਾਲੇ ਵਰਣ ਅਤੇ ਪੈਰ ਵਿਚ ਪੈਣ ਵਾਲੇ ਵਰਣ ਅਤੇ ਮਾਤ੍ਰਵਾਂ (ਮੁੱਢਲੀ ਜਾਣ-ਪਛਾਣ)
ਲਗਾਖਰ (ਬਿੰਦੀ, ਟਿੱਪੀ, ਅੱਧਕ) : ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ

ਸੈਕਸ਼ਨ-ਬੀ

ਪੰਜਾਬੀ ਸ਼ਬਦ-ਬਣਤਰ : ਮੁੱਢਲੀ ਜਾਣ-ਪਛਾਣ
(ਸਾਧਾਰਨ ਸ਼ਬਦ, ਸੰਯੁਕਤ ਸ਼ਬਦ, ਮਿਸ਼ਰਤ ਸ਼ਬਦ, ਮੂਲ ਸ਼ਬਦ, ਅਗੇਤਰ ਅਤੇ ਪਿਛੇਤਰ)

ਸੈਕਸ਼ਨ-ਸੀ

ਨਿੱਤ ਵਰਤੋਂ ਦੀ ਪੰਜਾਬੀ ਸ਼ਬਦਾਵਲੀ : ਬਾਜ਼ਾਰ, ਵਪਾਰ, ਰਿਸ਼ਤੇ-ਨਾਤੇ, ਖੇਤੀ ਅਤੇ ਹੋਰ ਧੰਦਿਆਂ ਆਦਿ ਨਾਲ ਸੰਬੰਧਤ।

ਸੈਕਸ਼ਨ-ਡੀ

ਹਫ਼ਤੇ ਦੇ ਸੱਤ ਦਿਨਾਂ ਦੇ ਨਾਂ, ਬਾਰਾਂ ਮਹੀਨਿਆਂ ਦੇ ਨਾਂ, ਰੁੱਤਾਂ ਦੇ ਨਾਂ, ਇਕ ਤੋਂ ਸੌ ਤਕ ਗਿਣਤੀ ਸ਼ਬਦਾਂ ਵਿਚ

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਭਾਗ ਹੋਣਗੇ। ਹਰ ਭਾਗ ਵਿਚੋਂ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਭਾਗ ਵਿਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਭਾਗ ਵਿਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ ਬਰਾਬਰ ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ-ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

BTHM –106 Punjab History & Culture (From Earliest Times to C 320)
(Special Paper in lieu of Punjabi compulsory)

Time: 3 Hours

Max. Marks: 50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Section A

1. Physical features of the Punjab and its impact on history.
2. Sources of the ancient history of Punjab

Section B

3. Harappan Civilization: Town planning; social, economic and religious life of the Indus Valley People.
4. The Indo-Aryans: Original home and settlements in Punjab.

Section C

5. Social, Religious and Economic life during *Rig* Vedic Age.
6. Social, Religious and Economic life during Later Vedic Age.

Section D

7. Teachings and impact of Buddhism
8. Jainism in the Punjab

Suggested Readings

1. L. M Joshi (ed.), *History and Culture of the Punjab*, Art-I, Patiala, 1989 (3rd edition)
2. L.M. Joshi and Fauja Singh (ed.), *History of Punjab*, Vol.I, Patiala 1977.
3. Budha Parkash, *Glimpses of Ancient Punjab*, Patiala, 1983.
4. B.N. Sharma, *Life in Northern India*, Delhi. 1966.
5. Chopra, P.N., Puri, B.N., & Das, M.N.(1974). *A Social, Cultural & Economic History of India*, Vol. I, New Delhi: Macmillan India.

DRUG ABUSE: PROBLEM, MANAGEMENT AND PREVENTION**PROBLEM OF DRUG ABUSE****Time: 3 Hours****Max. Marks: 50****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION – A**Meaning of Drug Abuse:**

Meaning, Nature and Extent of Drug Abuse in India and Punjab.

SECTION – B**Consequences of Drug Abuse for:**

Individual	:	Education, Employment, Income.
Family	:	Violence.
Society	:	Crime.
Nation	:	Law and Order problem.

SECTION – C**Management of Drug Abuse:**

Medical Management: Medication for treatment and to reduce withdrawal effects.

SECTION – D

Psychiatric Management: Counselling, Behavioural and Cognitive therapy.

Social Management: Family, Group therapy and Environmental Intervention.

References:

1. Ahuja, Ram (2003), *Social Problems in India*, Rawat Publication, Jaipur.
2. Extent, Pattern and Trend of Drug Use in India, Ministry of Social Justice and Empowerment, Government of India, 2004.
3. Inciardi, J.A. 1981. *The Drug Crime Connection*. Beverly Hills: Sage Publications.
4. Kapoor. T. (1985) *Drug epidemic among Indian Youth*, New Delhi: Mittal Pub.
5. Kessel, Neil and Henry Walton. 1982, *Alcoholism*. Harmond Worth: Penguin Books.
6. Modi, Ishwar and Modi, Shalini (1997) *Drugs: Addiction and Prevention*, Jaipur: Rawat Publication.
7. National Household Survey of Alcohol and Drug abuse. (2003) New Delhi, Clinical Epidemiological Unit, All India Institute of Medical Sciences, 2004.
8. Ross Coomber and Others. 2013, *Key Concept in Drugs and Society*. New Delhi: Sage Publications.
9. Sain, Bhim 1991, *Drug Addiction Alcoholism*, Smoking obscenity New Delhi: Mittal Publications.
10. Sandhu, Ranvinder Singh, 2009, *Drug Addiction in Punjab: A Sociological Study*. Amritsar: Guru Nanak Dev University.

11. Singh, Chandra Paul 2000. *Alcohol and Dependence among Industrial Workers*: Delhi: Shipra.
12. Sussman, S and Ames, S.L. (2008). *Drug Abuse: Concepts, Prevention and Cessation*, Cambridge University Press.
13. Verma, P.S. 2017, "*Punjab's Drug Problem: Contours and Characteristics*", Economic and Political Weekly, Vol. LII, No. 3, P.P. 40-43.
14. World Drug Report 2016, United Nations office of Drug and Crime.
15. World Drug Report 2017, United Nations office of Drug and Crime.

BTHM- 201: FRONT OFFICE OPERATIONS – I**Time: 3 Hours****Max. Marks: 100****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION-A
<p>Front Office: Roll and responsibilities of front office staff, how front office staff co-ordination with other departments and staff members. Departmental Organizational Structure Attitude and Attributes and Salesmanship.</p>
SECTION-B
<p>Job Descriptions and Job Specifications of Front Office Personnel.</p> <ul style="list-style-type: none"> • Front office- Layout and equipment in use. • Duty Rota and work schedules
SECTION-C
<ul style="list-style-type: none"> • Handling VVIPs. • Uniformed Service. • The Guest Room – Types and Status Terminology. • Key Controls.
SECTION-D
<ul style="list-style-type: none"> • Tariff Plans. • Emergency situations: Fire in the hotel, Death Accidents, Vandalism, Damage to property by Resident Guest, Drunken Guest, Theft etc. • Allowances: Processing allowance vouchers, front office cashier report, paid out voucher.

Books Recommended:

1. Andrews Sudhir: Front Office Training Manual, Tata McGraw-Hill
2. Kasavana & Books–Sixth Edition: Managing Front Office Operations, Educational Institute – AHLA.
3. Ismail Ahmed: Front Office Operations and Management, Thomson Delmar.
4. Kasavana Michael & Cahell: Managing Computers in Hospitality Industry.
5. Bhatnagar S.K: Front Office Management, Frank Bros. & Co.

BTHM- 202: BASICS OF MANAGEMENT**Time: 3 Hours****Max. Marks: 100****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION-A
Introduction to Management Meaning, Definition and Concept Characteristics of Management Importance of Management Management a science or an art Levels of Management
SECTION-B
Functions of Management Managerial Roles Managerial Skills Management Theories: Scientific Management Administrative Management
SECTION-C
Decisions Making Delegation Centralization and Decentralization Communication Staffing Motivation
SECTION-D
Leadership Co-ordination: Meaning, Importance and Process Control: Definition Characteristics Pre-requisites Control Process

Books Recommended:

1. Robbins. S.P and Decenzo, D.A.: Fundamentals of Management, Pearson Education Asia, New Delhi.
2. Hellreigel, Management: Thomson Learning, Bombay.
3. Koontz, Hand Wechrich, H.: Management, Tata McGraw Hill Inc. N.Y.
4. Chandan J.S.: Management Theory & Practice, Vikas Publishing House, New Delhi.

BTHM-203: TOURISM MANAGEMENT IN INDIA**Time: 3 Hours****Max. Marks: 100****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION-A
Infrastructure of Tourism in India Accommodation sector Transportation- Land, Air, Water Tourism Policies in India National action Plan 1992. National Tourism Policy 2002.
SECTION-B
Tourism Planning Need for tourism planning Essentials of planning Eight – point planning process Aims of tourism planning. Significance of planning.
SECTION-C
Performance of International Tourism in India. Domestic Tourism in India: Trends and Practices. Destination Planning and Development
SECTION-D
Roll of Government in Tourism Development in India. Future of Tourism in India.

During the second semester the students have to undergo five day trip to a place of tourism interest. The students have to submit a detail field work report which will be evaluated by external examination on completion of the tour.

Books Recommended:

1. Bhatia, A.K.: Tourism Development, Principles & Practices, Sterling Publisher (P) Ltd. New Delhi.
2. Anand M.M.: Tourism & Hotel Industry in India, Prentice Hall of India, New Delhi.
3. Negi, Jagmohan: International Tourism & Travel: Concepts and Principles. S. Chand & Co. Ltd. New Delhi.
4. Wahab Saloh: Tourism Management, Tourism International Press, London. 1975.
5. Foster: Travel & Tourism Management, London, Macmillan, 1985.

BTHM- 204: HOTEL HOUSE KEEPING - I**Time: 3 Hours****M. Marks: 100****Theory: 80****Practical: 20****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION-A
<ul style="list-style-type: none"> • Introduction to housekeeping department. • Meaning, Definition & Importance of House Keeping Department. • Role of House keeping in hospitality industry. <p>Layout & Organization Structure:-</p> <ul style="list-style-type: none"> • Layout of House Keeping department. • Organizational Structure of House Keeping department (Small, Medium & Large) • Interdepartmental relationship (emphasis on Front Office & Maintenance) • Relevant sub section.
SECTION-B
<p>Staffing in House Keeping Department:</p> <ul style="list-style-type: none"> • Role of key personnel in House Keeping Department. • Job description & Job specification of Housekeeping staff (Executive Housekeeper, Deputy housekeeper, Floor supervisor, Public area supervisor, Night supervisor, Room attendant, House man, Head gardener)
SECTION-C
<p>Identifying Housekeeping Department:-</p> <ul style="list-style-type: none"> • Briefing & Debriefing. • Control desk (importance, role, coordination) • Role of Control Desk during emergency • Duty Rota & work schedule • Files with format used in House Keeping Department. <p>Hotel Guest Room:- Types of room – definition Standard layout (single, double, twin, suit) Difference between Smoking & Non Smoking room's Barrier free room's Furniture / Fixture / Fitting / Soft Furnishing / Accessories / Guest Supplies / Amenities in a guest room. Layout corridor & floor Pantry.</p>

SECTION-D**Cleaning Science**

- Characteristics of good cleaning agent
- Application of cleaning agent
- Types of cleaning agent
- Cleaning products
- Cleaning equipments
- Classification and types of equipment with Diagram's (Mops, dusters, pushers, mechanical squeeze, vacuum cleaner, shampooing machine) with their care and uses.

Books Recommended:

1. Housekeeping for Hotels, Hostels and Hospitals – Grace Brigham.
2. Hotel Hostel and Hospital Housekeeping – Joan C Branson & Margaret Lennox (ELST).
3. Managing Housekeeping Operations – Margaret Kappa & Aleta Nitschke.
4. Hotel House Keeping – Sudhir Andrews (Tata McGraw Hill).
5. The Professional Housekeeper – Tucker Schneider, VNR.
6. Branson & Lennox: Hotel Housekeeping, Hodder & Stoughton.

BTHM- 205: COMMUNICATION SKILLS IN ENGLISH – II**Time: 3 Hours****Max. Marks: 50**
Theory Marks: 35
Practical Marks: 15**Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

Course Contents:**SECTION–A**

Listening Skills: Barriers to listening; effective listening skills; feedback skills.

Activities: Listening exercises – Listening to conversation, News and TV reports

SECTION–B

Attending telephone calls; note taking and note making.

Activities: Taking notes on a speech/lecture

SECTION–C

Speaking and Conversational Skills: Components of a meaningful and easy conversation; understanding the cue and making appropriate responses; forms of polite speech; asking and providing information on general topics.

Activities: 1) Making conversation and taking turns
2) Oral description or explanation of a common object, situation or concept

SECTION–D

The study of sounds of English,
Stress and Intonation,
Situation based Conversation in English,
Essentials of Spoken English.

Activities: Giving Interviews

PRACTICAL/ ORAL TESTING**Marks: 15****Course Contents:**

1. Oral Presentation with/ without audio visual aids.
2. Group Discussion.
3. Listening to any recorded or live material and asking oral questions for listening comprehension.

Questions:

1. Oral Presentation will be of 5 to 10 minutes duration (Topic can be given in advance or it can be student's own choice). Use of audio visual aids is desirable.
2. Group discussion comprising 8 to 10 students on a familiar topic. Time for each group will be 15 to 20 minutes.

Note: Oral test will be conducted by external examiner with the help of internal examiner.

BTHM- 206: ਪੰਜਾਬੀ (ਲਾਜ਼ਮੀ)

ਸਮਾਂ : 3 ਘੰਟੇ

ਕੁਲ ਅੰਕ : 50

ਪਾਠ-ਕ੍ਰਮ ਅਤੇ ਪਾਠ-ਪੁਸਤਕਾਂ

ਸੈਕਸ਼ਨ-ਏ

ਆਤਮ ਅਨਾਤਮ (ਕਹਾਣੀ ਭਾਗ),
(ਸੰਪ. ਸੁਹਿੰਦਰ ਬੀਰ ਅਤੇ ਵਰਿਆਮ ਸਿੰਘ ਸੰਧੂ)
ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਯੂਨੀਵਰਸਿਟੀ, ਅੰਮ੍ਰਿਤਸਰ।
(ਵਿਸ਼ਾ-ਵਸਤੂ, ਪਾਤਰ ਚਿਤਰਨ)

ਸੈਕਸ਼ਨ-ਬੀ

ਇਤਿਹਾਸਕ ਯਾਦਾਂ (ਇਤਿਹਾਸਕ ਲੇਖ-ਸੰਗ੍ਰਹਿ)
ਸੰਪਾ. ਸ.ਸ.ਅਮੋਲ,
ਪੰਜਾਬੀ ਸਾਹਿਤ ਪ੍ਰਕਾਸ਼ਨ, ਲੁਧਿਆਣਾ। (ਲੇਖ 7 ਤੋਂ 12)
(ਸਾਰ, ਲਿਖਣ ਸ਼ੈਲੀ)

ਸੈਕਸ਼ਨ-ਸੀ

(ੳ) ਸ਼ਬਦ-ਬਣਤਰ ਅਤੇ ਸ਼ਬਦ ਰਚਨਾ : ਪਰਿਭਾਸ਼ਾ, ਮੁੱਢਲੇ ਸੰਕਲਪ
(ਅ) ਸ਼ਬਦ ਸੂਚੀ

ਸੈਕਸ਼ਨ-ਡੀ

(ੳ) ਸੰਖੇਪ ਰਚਨਾ
(ਅ) ਮੁਹਾਵਰੇ ਅਤੇ ਅਖਾਣ

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਭਾਗ ਹੋਣਗੇ। ਹਰ ਭਾਗ ਵਿੱਚੋਂ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਭਾਗ ਵਿੱਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਭਾਗ ਵਿੱਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ ਬਰਾਬਰ ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ-ਪ੍ਰਸ਼ਨਾਂ ਵਿੱਚ ਕਰ ਸਕਦਾ ਹੈ।

BTHM- 206: ਮੁੱਢਲੀ ਪੰਜਾਬੀ
(In lieu of Compulsory Punjabi)

ਸਮਾਂ: 3 ਘੰਟੇ

ਕੁਲ ਅੰਕ: 50

ਪਾਠ-ਕ੍ਰਮ

ਸੈਕਸ਼ਨ-ਏ

ਸ਼ਬਦ ਸ਼੍ਰੇਣੀਆਂ : ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ
(ਨਾਂਵ, ਪੜਨਾਂਵ, ਕਿਰਿਆ, ਵਿਸ਼ੇਸ਼ਣ, ਕਿਰਿਆ ਵਿਸ਼ੇਸ਼ਣ, ਸਬੰਧਕ, ਯੋਜਕ ਅਤੇ ਵਿਸਮਿਕ)

ਸੈਕਸ਼ਨ-ਬੀ

ਪੰਜਾਬੀ ਵਾਕ ਬਣਤਰ : ਮੁੱਢਲੀ ਜਾਣ-ਪਛਾਣ
(ੳ) ਸਾਧਾਰਨ ਵਾਕ, ਸੰਯੁਕਤ ਵਾਕ ਅਤੇ ਮਿਸ਼ਰਤ ਵਾਕ (ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ)
(ਅ) ਬਿਆਨੀਆ ਵਾਕ, ਪ੍ਰਸ਼ਨਵਾਚਕ ਵਾਕ ਅਤੇ ਹੁਕਮੀ ਵਾਕ (ਪਛਾਣ ਅਤੇ ਵਰਤੋਂ)

ਸੈਕਸ਼ਨ-ਸੀ

ਪੈਰ੍ਰਾ ਰਚਨਾ
ਸੰਖੇਪ ਰਚਨਾ

ਸੈਕਸ਼ਨ-ਡੀ

ਚਿੱਠੀ ਪੱਤਰ (ਘਰੇਲੂ ਅਤੇ ਦਫ਼ਤਰੀ)
ਅਖਾਣ ਅਤੇ ਮੁਹਾਵਰੇ

ਅੰਕ-ਵੰਡ ਅਤੇ ਪਰੀਖਿਅਕ ਲਈ ਹਦਾਇਤਾਂ

1. ਪ੍ਰਸ਼ਨ ਪੱਤਰ ਦੇ ਚਾਰ ਭਾਗ ਹੋਣਗੇ। ਹਰ ਭਾਗ ਵਿੱਚੋਂ ਦੋ ਪ੍ਰਸ਼ਨ ਪੁੱਛੇ ਜਾਣਗੇ।
2. ਵਿਦਿਆਰਥੀ ਨੇ ਕੁੱਲ ਪੰਜ ਪ੍ਰਸ਼ਨ ਕਰਨੇ ਹਨ। ਹਰ ਭਾਗ ਵਿੱਚੋਂ ਇਕ ਪ੍ਰਸ਼ਨ ਲਾਜ਼ਮੀ ਹੈ। ਪੰਜਵਾਂ ਪ੍ਰਸ਼ਨ ਕਿਸੇ ਵੀ ਭਾਗ ਵਿੱਚੋਂ ਕੀਤਾ ਜਾ ਸਕਦਾ ਹੈ।
3. ਹਰੇਕ ਪ੍ਰਸ਼ਨ ਦੇ ਬਰਾਬਰ ਅੰਕ ਹਨ।
4. ਪੇਪਰ ਸੈੱਟ ਕਰਨ ਵਾਲਾ ਜੇਕਰ ਚਾਹੇ ਤਾਂ ਪ੍ਰਸ਼ਨਾਂ ਦੀ ਵੰਡ ਅੱਗੋਂ ਵੱਧ ਤੋਂ ਵੱਧ ਚਾਰ ਉਪ-ਪ੍ਰਸ਼ਨਾਂ ਵਿਚ ਕਰ ਸਕਦਾ ਹੈ।

BTHM- 206: Punjab History & Culture (C. 320 to 1000 B. C)
(Special Paper in lieu of Punjabi compulsory)

Time: 3 Hours

Max. Marks :50

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION A

1. Alexander's Invasion and its Impact
2. Punjab under Chandragupta Maurya and Ashoka.

SECTION B

3. The Kushans and their Contribution to the Punjab.
4. The Panjab under the Gupta Empire.

SECTION C

5. The Punjab under the Vardhana Emperors
6. Socio-cultural History of Punjab from 7th to 1000 A.D.

SECTION D

7. Development of languages and Education with Special reference to Taxila
8. Development of Art & Architecture

Suggested Readings

1. L. M Joshi (ed), *History and Culture of the Punjab*, Art-I, Punjabi University, Patiala, 1989 (3rd edition)
2. L.M. Joshi and Fauja Singh (ed.), *History of Punjab* , Vol.I, Punjabi University, Patiala, 1977.
3. Budha Parkash, *Glimpses of Ancient Punjab*, Patiala, 1983.
4. B.N. Sharma: *Life in Northern India*, Delhi. 1966.

DRUG ABUSE: PROBLEM, MANAGEMENT AND PREVENTION**DRUG ABUSE: MANAGEMENT AND PREVENTION****Time: 3 Hours****Max. Marks: 50****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION – A**Prevention of Drug abuse:**

Role of family: Parent child relationship, Family support, Supervision, Shaping values, Active Scrutiny.

SECTION – B

School: Counselling, Teacher as role-model. Parent-teacher-Health Professional Coordination, Random testing on students.

SECTION – C**Controlling Drug Abuse:**

Media: Restraint on advertisements of drugs, advertisements on bad effects of drugs, Publicity and media, Campaigns against drug abuse, Educational and awareness program

SECTION – D

Legislation: NDPs act, Statutory warnings, Policing of Borders, Checking Supply/Smuggling of Drugs, Strict enforcement of laws, Time bound trials.

References:

1. Ahuja, Ram (2003), *Social Problems in India*, Rawat Publication, Jaipur.
2. Extent, Pattern and Trend of Drug Use in India, Ministry of Social Justice and Empowerment, Government of India, 2004.
3. Inciardi, J.A. 1981. *The Drug Crime Connection*. Beverly Hills: Sage Publications.
4. Kapoor. T. (1985) *Drug epidemic among Indian Youth*, New Delhi: Mittal Pub.
5. Kessel, Neil and Henry Walton. 1982, *Alcoholism*. Harmond Worth: Penguin Books.
6. Modi, Ishwar and Modi, Shalini (1997) *Drugs: Addiction and Prevention*, Jaipur: Rawat Publication.
7. National Household Survey of Alcohol and Drug abuse. (2003) New Delhi, Clinical Epidemiological Unit, All India Institute of Medical Sciences, 2004.
8. Ross Coomber and Others. 2013, *Key Concept in Drugs and Society*. New Delhi: Sage Publications.
9. Sain, Bhim 1991, *Drug Addiction Alcoholism*, Smoking obscenity New Delhi: Mittal Publications.
10. Sandhu, Ranvinder Singh, 2009, *Drug Addiction in Punjab: A Sociological Study*. Amritsar: Guru Nanak Dev University.
11. Singh, Chandra Paul 2000. *Alcohol and Dependence among Industrial Workers*: Delhi: Shipra.

12. Sussman, S and Ames, S.L. (2008). *Drug Abuse: Concepts, Prevention and Cessation*, Cambridge University Press.
13. Verma, P.S. 2017, "*Punjab's Drug Problem: Contours and Characteristics*", Economic and Political Weekly, Vol. LII, No. 3, P.P. 40-43.
14. World Drug Report 2016, United Nations office of Drug and Crime.
15. World Drug Report 2017, United Nations office of Drug and Crime.

BTHM-301: HOTEL HOUSE KEEPING–II**Time: 3 Hours****M. Marks: 100
Theory: 80
Practical: 20****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION-A**Housekeeping Supervision:-**

- Importance of Inspection
- Checklist for inspection.
- Typical Areas usually neglected where special attention is required.
- Self Supervision Techniques for Cleaning Staff.
- Degree of Discretion / Delegation to Cleaning Staff.

Linen / Uniform / Tailor:-

- Layout
- Types of Linen, Sizes, and Linen Exchange Procedure
- Selection of Linen
- Storage Facilities and Conditions
- Par Stock: Factors affecting Par Stock, Calculation of Par Stock
- Discard Management
- Linen Inventory System
- Uniform Designing: Importance, Types, Characteristics, Selection, Par Stock
- Function of Tailor Room
- Managing Inventory
- Par Level of linen, uniform, guest loan items, machines & equipment, cleaning supplies & guest supplies.
- Indenting from stores.

SECTION-B**Cleaning Procedure & Frequency Schedules****Guest Room**

- Prepare to clean
- Clean the guest room (bed making)
- Replenishment of supplies & linen
- Inspection
- Deep cleaning
- Second service
- Turn down service.
- PUBLIC AREA
- Lobby, Lounge, Corridors, Pool area, Elevators, Health club, F & B outlet, Office areas.
- V.I.P Handling.

SECTION-C**Floor Operations:-**

- Rules on the Guest Floor
- Key Handling Procedure- types of keys (grand master, floor master, sub master or section or pass key, emergency key, room keys, offices and store keys) computerized key cards, key control register- issuing, return, changing of lock, key belts, unusual occurrences.
- Cleaning of Different types of floor surfaces
- Special Services – baby sitting, second service, freshen up service, valet service

SECTION-D**Special Cleaning Programme:-**

- Daily, Weekly, Fortnightly and Monthly Cleaning
- Routine Cleaning, spring cleaning, deep cleaning.

Care and Cleaning of Metals:

Brass, Copper, Silver, EPNS, Bronze, Gun Metal, Chromium pewter, Stainless Steel, Types of Tarnish, Cleaning agents and methods used.

Bachelor of Tourism and Hotel Management (BTHM) (Semester III)

Books Recommended:

1. Housekeeping for Hotels, Hostels and Hospitals – Grace Brigham
2. Hotel Hostel and Hospital Housekeeping – Joan C Branson & Margaret Lennox (ELST)
3. Managing Housekeeping Operations – Margaret Kappa & Aleta Nitschke
4. Hotel House Keeping – Sudhir Andrews (Tata McGraw Hill)
5. The Professional Housekeeper – Tucker Schneider, VNR
6. Branson & Lennox: Hotel Housekeeping, Hodder & Stoughton.

BTHM-302: FOOD PRODUCTION- II**Time: 3 Hours****M. Marks: 100****Theory: 80****Practical: 20****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION-A
Food Commodities <ul style="list-style-type: none"> • Classification with examples and uses in Cookery • Fruits – kinds with example. • Nuts – names of nuts commonly used in cooking. • Cereals – types and uses. • Pulses used in Indian cooking • Herbs – uses of herbs • Spices & condiments – uses of different spices and condiments
SECTION-B
Vegetable Cookery: <ul style="list-style-type: none"> • Vegetables – classification of vegetables, importance of vegetables in diet, cooking of vegetables. • Retention of color, flavor, and nutrients while cooking. • Potatoes – styles of presenting potatoes and their description. • Storage – Principles of Vegetable Storage. • Layout of a large kitchen, staff hierarchy and production workflows. • Basic Principles of cooking for invalids. • Work methods in food preparation.
SECTION-C
Meat Cookery: <ul style="list-style-type: none"> • Fish – Classification with examples selection & cuts of fish, cooking of fish. • Poultry – Selection of poultry classification bases on size, uses of each type. • Butchery – Selection, cuts size and uses of lamb, mutton, beef, veal & pork Bacon, Ham, Gammon and Steaks – Description of steaks from sirloin & fillet.
SECTION-D
Basic Indian Masala & Gravies – <ul style="list-style-type: none"> • Garam Masala, Pulao Masala, Curry Powder, Sambhar Powder, Chaat Masala, Tandoori Marination White, Red, and Yellow Gravies

Books Recommended:-

1. Modern Cookery; Thungam E Philip- Orient Longman Pvt. Ltd.
2. Theory of Cookery; Krishna Arora- Frank Bros & Co. Professional Chef ; Arvinnd Srivastav.

BTHM-303: MARKETING & PR IN SERVICE INDUSTRY**Time: 3 Hours****Max. Marks: 100****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION-A
Marketing: Definition, Concept need, want, demand, TQM, product, customer value, Customer satisfaction, Difference between product and services Marketing Mix elements, 4P's of marketing, Branding, packaging, pricing.
SECTION-B
Development in Modern marketing concepts-green marketing, mobile marketing, cross cultural marketing, web marketing, Telemarketing, relationship marketing, Buzz marketing.
SECTION-C
Public Relations: Definition, concept, meaning, component & scope. Need for PR. Objectives of PR ,qualities of a PRO, Corporate PR, PR in the age of Globalization
SECTION-D
PR tools, PR process, PR in Tourism, image management, publicity, Client Servicing and counseling, Service with a smile.

Recommended Books:

1. Cutlip & Centre: Effective PR, Prentice Hall, N.J. 1978.
2. Sam Black: Practical PR (Indian Reprint by Universal Book Stall, New Delhi, 1973, (6th Reprint).
3. Stephenson, Howard: Handbook of Public Relations, New York, Mcgraw Hill, 1971.
4. NN Sarkar and Jai Shree Jethwaney: PR Concepts, Tools and Strategies, Kanishka Publishers.
5. Basu Anil: 1990; Public Relations-Problems and Prospects.
6. Mehta D.S.: Handbook of Public Relations in India, Allied Publishers Pvt. Ltd.
7. Phillip Kotler: Marketing Management, Prentice Hall.

**BTHM- 304: INFORMATION AND COMMUNICATION TECHNOLOGY IN
TOURISM AND HOTEL INDUSTRY**

Time: 3 Hours

Max. Marks: 100

Instructions for the Paper Setters:-

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION-A
Automation in the tourism industry- An Introduction The need for information Information as a resource Automation in the hotel, airlines and travel business: An introduction to automation with computers and without computers
SECTION-B
Function of a Travel Agent and Tour Operator. Public and Private Sector in Travel Business in Tour Operation. IATA: Importance, Role, History Automation in the Airline Industry
SECTION-C
Introduction to CRS The need for a CRS system History of the CRS system Companies providing CRS Use of the CRS by Airlines and Travel Agents Benefits and importance of the CRS system to the Travel Trade Basic Commands applicable to CRS system (Galileo)
SECTION-D
Ticketing process: Components of a ticket Types of tickets : Manual ticket/Automated Ticket / e- ticket Role of BSP in ticketing Details of an automated ticket.

Books Recommended:

1. S. Medlik: Dictionary of Travel, Tourism & Hospitality, Oxford, 1993.
2. Riga Doganis: The Airport Business.
3. Anand M.M.: Tourism & Hotel Industry in India, Prentice Hall of India, New Delhi.
4. Negi, Jagmohan: International Tourism & Travel: Concepts and Principles.
S. Chand & Co. Ltd. New Delhi.
5. Varindra Kaul- Tourism and the Economy, New Delhi, 1994.

BTHM – 305: FINANCIAL & HOTEL ACCOUNTING**Time: 3 Hours****Max. Marks: 100****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION-A

Sale of Accommodation – Points taken into account at the time of fixing the room rates of a hotel. Basis of changing the room Rates in 24 Hours basis, Night Stay Basis, Checks out time basis.

Tabular System of Accounting – System of accounting used in hotel opening of tabular system and its importance for hotels.

SECTION-B

Guest weekly bills–Meaning and perform a practical exercise of preparation of guest weekly bill. Theoretically knowledge of preparing guest weekly bill with the help of N.C.R machine (model 42 billing machine).

SECTION-C

Allowances are granted to customers, Hotel Statistical information Methodology of food costing, food and beverage cost, departmental sales records and departmentalization of hotel revenue including operating costs, night adult-basic Principles, Daily Report.

Meaning and types of errors, Practical exercises of rectification of errors.

SECTION-D

Final Accounts – Final accounting (without adjustment) meaning Trading Account, profit and loss accounts, Balance Sheet, Practical exercise of final accounts (without adjustment.)

Books Recommended:

1. Richard Kotas: Book Keeping in the Hotel and Catering Industry.
2. A Uniform System of Accounts for Hotels–Hotel Association of New York.
3. Jag Mohan Negi, Financial and Cost Control Techniques.
4. Jag Mohan Negi, Elements of Hotel Accountancy H.K.S Books International.

BTHM- 401: FRONT OFFICE OPERATIONS - II**Time: 3 Hours****M. Marks: 100****Theory: 80****Practical: 20****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION-A
Inter Departmental Coordination – A study of various department to which House Keeping department interacts e.g. front office, Food & Beverage Services, Sale & Marketing Department. Front Office Assistant Qualities Practical aspects of selling a room
SECTION-B
Front Office Functions Information Reservations Reception Cashiering Night Auditor Telephones
SECTION-C
Lobby Lobby arrangements. Duties & responsibilities of lobby manager. Organization of bell desk and functions. Left luggage handling. Guest errant cards. Mail message handling Wake up call procedure.
SECTION-D
Check-in-check out procedure, Guest folio, safety locker management Processing housekeeping discrepancy. Calculation of room position Foreign currency.

Books Recommended:

1. Andrews Sudhir: Front Office Training Manual, Tata Mcgra-Hill.
2. Kasavana & Books-Sixth Edition: Managing Front Office Operations, Educational Institute – AHLA.
3. Ismail Ahmed: Front Office Operations and Management, Thomson Delmar.
4. Kasavana Michael & Cahell: Managing Computers in Hospitality Industry.
5. Bhatnagar S.K: Front Office Management, Frank Bros. & Co.

BTHM-402: HYGIENE & SANITATION**Time: 3 Hours****Max. Marks: 100****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION-A
<p>Importance of Hygiene: -</p> <ul style="list-style-type: none"> • The place of hygiene in the catering industry. • Personal hygiene for staff members in the food production areas and those coming in contact with the guest. • Meaning of food poisoning in food & water • Water Borne disease
SECTION-B
<ul style="list-style-type: none"> • Moulds • Yeast • Bacteria & transfer of bacteria • Hygienic food handling
SECTION-C
<ul style="list-style-type: none"> • High Risk Foods • Preventing Contamination • Temperatures Control • Storage of Food • Food Hygiene regulations
SECTION-D
<p>Cleaning Methods:</p> <ul style="list-style-type: none"> • Cleaning and Disinfection • Cleaning Agents • Disinfectants etc. • Cleaning schedules • Pest Control • Waste Disposal

Books Recommended:

1. Food Hygiene for Food Handlers – Trickett Jill.
2. The Science of Catering – J A Stretch & H A Southgate.
3. Success in Principals of Catering – Michael Colleer & Colin Sussams.

BTHM- 403: TOURISM PRODUCTS IN INDIA**Time: 3 Hours****Max. Marks: 100****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION-A
<p>The Tourism Product. 3 A's of Tourism The ideal Tourism Product Socio Cultural Product:</p> <ul style="list-style-type: none"> • Indian Cultural – Essential Features. • Architecture in India- Buddhist, Jain, Hindu, Indo-islamic. • Major fairs and festival of India. • Classical Dances of India.
SECTION-B
<p>Transportation</p> <ul style="list-style-type: none"> • India by Air • India by Rail • India by Road <p>Restricted / Protected Areas Traveling in India – Documents and Formalities</p>
SECTION-C
<p>Natural Products</p> <ul style="list-style-type: none"> • Major Hill Stations. • White River Rafting. • Tracking. • Mountaineering. • Rock Climbing • Camel Safaris • Yoga
SECTION-D
<p>Travel circuit. Some popular and important tourism circuits in India (Golden Triangle, Buddhist Circuit)</p>

Books Recommended:

1. Bhatia, A.K.: Tourism Development, Principles & Practices, Sterling Publisher (P) Ltd. New Delhi.
2. Anand M.M. : Tourism & Hotel Industry in India, Prentice Hall of India, New Delhi.
3. Negi, Jagmohan: International Tourism & Travel: Concepts and Principles. S. Chand & Co. Ltd., New Delhi.
4. Wahab Saloh: Tourism Management, Tourism International Press, London 1975.
5. Foster: Travel & Tourism Management, London, Macmillan 1985.
6. Varindra Kaul: Tourism and the Economy, New Delhi 1994.

BTHM- 404: FUNDAMENTALS OF COMPUTER**Time: 3 Hours****M. Marks: 100****Theory: 80****Practical: 20****Instructions for the Paper Setters:-**

Eight questions of equal marks (Specified in the syllabus) are to be set, two in each of the four Sections (A-D). Questions may be subdivided into parts (not exceeding four). Candidates are required to attempt five questions, selecting at least one question from each Section. The fifth question may be attempted from any Section.

SECTION-A
Introduction to Computers Components, Classification, Organization, Capabilities, Characteristics and Limitations, Operating System, Application of Computer in Business.
SECTION-B
Introduction to MS- Windows and MS-Office : Introduction, Knowing object of Windows, Impotent Functions of windows, starting an application (Programmed), knowing your windows, how to switch between the various applications, Managing files thorough windows explorer, starting DOS Application from windows, how to shut down your computer, introduction to MS-Office. MS- World, MS- Excel, MS- PowerPoint, MS- Access.
SECTION-C
Introduction to internet and WWW: Introduction evolution benefits, applications, working, Hardware and Software requirements. Internets service providers, Nature of internet accounts, Transmission Control Protocol /Internet Protocol (TCP/IP) common Protocol used in internet, World Wide Web, Web Browser, Internet Protocol Addresses, Search Engines.
SECTION-D
Introduction to HTML: Build a simple HTML Documents, Tables, Frames, Links, Adding Multimedia Documents, Home page.

Books Recommended:

1. A.L. Stevens: "Teach Yourself Windows 95."
2. A.L. Stevens: "Teach Yourself DOS".
3. P.K. Sinha: Computer Fundamentals.
4. N. Subramanian: Introduction to Computers.
5. Peter Norton: Glencose Introduction to Computers-MacMillan/McGraw Hill.

ESL 221 Environmental Studies (Compulsory Paper)**Time: 3 Hrs.****Max. Marks: 100****Teaching Methodologies**

The Core Module Syllabus for Environmental Studies includes class room teaching and field work. The syllabus is divided into 8 Units [Unit-1 to Unit-VII] covering 45 lectures + 5 hours for field work [Unit-VIII]. The first 7 Units will cover 45 lectures which are class room based to enhance knowledge skills and attitude to environment. Unit-VIII comprises of 5 hours field work to be submitted by each candidate to the Teacher in-charge for evaluation latest by 15 December, 2018.

Exam Pattern: **End Semester Examination- 75 marks**
Project Report/Field Study- 25 marks [based on submitted report]
Total Marks- 100

The structure of the question paper being:

Part-A, Short answer pattern with inbuilt choice – 25 marks

Attempt any five questions out of seven distributed equally from Unit-1 to Unit-VII. Each question carries 5 marks. Answer to each question should not exceed 2 pages.

Part-B, Essay type with inbuilt choice – 50 marks

Attempt any five questions out of eight distributed equally from Unit-1 to Unit-VII. Each question carries 10 marks. Answer to each question should not exceed 5 pages.

Project Report / Internal Assessment:**Part-C, Field work – 25 marks [Field work equal to 5 lecture hours]**

The candidate will submit a hand written field work report showing photographs, sketches, observations, perspective of any topic related to Environment or Ecosystem. The exhaustive list for project report/area of study are given just for reference:

1. Visit to a local area to document environmental assets: River / Forest/ Grassland / Hill / Mountain / Water body / Pond / Lake / Solid Waste Disposal / Water Treatment Plant / Wastewater Treatment Facility etc.
2. Visit to a local polluted site – Urban / Rural / Industrial / Agricultural
3. Study of common plants, insects, birds
4. Study of tree in your areas with their botanical names and soil types
5. Study of birds and their nesting habits
6. Study of local pond in terms of wastewater inflow and water quality
7. Study of industrial units in your area. Name of industry, type of industry, Size (Large, Medium or small scale)
8. Study of common disease in the village and basic data from community health centre
9. Adopt any five young plants and photograph its growth
10. Analyze the Total dissolved solids of ground water samples in your area.
11. Study of Particulate Matter (PM_{2.5} or PM₁₀) data from Sameer website. Download from Play store.
12. Perspective on any field on Environmental Studies with secondary data taken from Central Pollution Control Board, State Pollution Control Board, State Science & Technology Council etc.

Unit-I**The multidisciplinary nature of environmental studies**

Definition, scope and importance, Need for public awareness

(2 lectures)**Unit-II****Natural Resources: Renewable and non-renewable resources:**

Natural resources and associated problems.

- (a) Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people.

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- (b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems.
- (c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.
- (d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies.
- (e) Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, case studies.
- (f) Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.
 - Role of an individual in conservation of natural resources.
 - Equitable use of resources for sustainable lifestyles.

(8 Lectures)**Unit-III****Ecosystems**

- Concept of an ecosystem
- Structure and function of an ecosystem
- Producers, consumers and decomposers
- Energy flow in the ecosystem
- Ecological succession
- Food chains, food webs and ecological pyramids
- Introduction, types, characteristic features, structure and function of the following ecosystem: Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystems (ponds, streams, lakes, rivers, ocean estuaries)

(6 Lectures)**Unit-IV****Biodiversity and its conservation**

- Introduction – Definition: genetic, species and ecosystem diversity
- Biogeographical classification of India
- Value of biodiversity: consumptive use, productive use, social, ethical aesthetic and option values
- Biodiversity at global, national and local levels
- India as a mega-diversity nation
- Hot-spots of biodiversity
- Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts
- Endangered and endemic species of India
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity

(8 Lectures)**Unit-V****Environmental Pollution**

Definition

- Causes, effects and control measures of Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear pollution
- Solid waste management: Causes, effects and control measures of urban and industrial wastes.
- Role of an individual in prevention of pollution
- Pollution case studies
- Disaster management: floods, earthquake, cyclone and landslides

(8 Lectures)**Unit-VI****Social Issues and the Environment**

- From unsustainable to sustainable development
- Urban problems and related to energy
- Water conservation, rain water harvesting, watershed management

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- Resettlement and rehabilitation of people; its problems and concerns. Case studies.
- Environmental ethics: Issues and possible solutions
- Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies.
- Wasteland reclamation
- Consumerism and waste products
- Environmental Protection Act, 1986
- Air (Prevention and Control of Pollution) Act, 1981
- Water (Prevention and control of Pollution) Act, 1974
- Wildlife Protection Act
- Forest Conservation Act
- Issues involved in enforcement of environmental legislation
- Public awareness

(7 Lectures)**Unit-VII****Human Population and the Environment**

- Population growth, variation among nations
- Population explosion – Family Welfare Programmes
- Environment and human health
- Human Rights
- Value Education
- HIV / AIDS
- Women and Child Welfare
- Role of Information Technology in Environment and Human Health
- Case Studies

(6 Lectures)**Unit-VIII****Field Work**

- Visit to a local area to document environmental assets
river/forest/grassland/hill/mountain
- Visit to a local polluted site – Urban / Rural / Industrial / Agricultural
- Study of common plants, insects, birds
- Study of simple ecosystems-pond, river, hill slopes, etc

(Field work equal to 5 lecture hours)**References:**

1. Bharucha, E. 2005. Textbook of Environmental Studies, Universities Press, Hyderabad.
2. Down to Earth, Centre for Science and Environment, New Delhi.
3. Heywood, V.H. & Waston, R.T. 1995. Global Biodiversity Assessment, Cambridge House, Delhi.
4. Joseph, K. & Nagendran, R. 2004. Essentials of Environmental Studies, Pearson Education (Singapore) Pte. Ltd., Delhi.
5. Kaushik, A. & Kaushik, C.P. 2004. Perspective in Environmental Studies, New Age International (P) Ltd, New Delhi.
6. Rajagopalan, R. 2011. Environmental Studies from Crisis to Cure. Oxford University Press, New Delhi.
7. Sharma, J. P., Sharma. N.K. & Yadav, N.S. 2005. Comprehensive Environmental Studies, Laxmi Publications, New Delhi.
8. Sharma, P. D. 2009. Ecology and Environment, Rastogi Publications, Meerut.
9. State of India's Environment 2018 by Centre for Sciences and Environment, New Delhi
10. Subramanian, V. 2002. A Text Book in Environmental Sciences, Narosa Publishing House, New Delhi.

BTHM-501: FOOD & BEVERAGE SERVICE- II**Time: 3 Hrs.****Total Marks: 100****Theory: 80****Practical: 20**

Section A: This will consist of 10 very short answer questions from the entire syllabus with answer to each question upto ten lines in length. Students will attempt 8 questions. Each question will carry two marks; the total weightage being 16 marks.

Section B: This will consist of essay type/case studies/numerical questions with answer to each question upto five pages in length. Four questions will be set by the examiner from Part-I of the syllabus and the candidates will be required to attempt two questions. Each question will carry 16 marks. The total weightage of the section shall be 32 marks.

Section C: This will consist of essay type/case studies/numerical questions with answer to each question upto five pages in length. Four questions will be set by the examiner from Part-II of the syllabus and the candidates will be required to attempt two questions. Each question will carry 16 marks. The total weightage of the section shall be 32 marks.

Objective: To develop knowledge in students about various alcoholic beverages their history, manufacturing, classification, storage and service. To give the knowledge of room service also.

Out Come: The students should be well versed with different wines, alcoholic beverages. They should know the manufacturing process, classification, storage and service. They should also know about room service.

PART – I**Room Service:**

- Introduction, Organization Structure, Layout of Room Service.
- Room service menu planning
- Form and formats.
- Order taking, thumb rules,
- Telephone etiquettes, noting orders, suggestive selling and breakfast cards.
- Types of Service, scheduling and staffing.

Banquets and Outdoor Catering:

- Banquets Booking
- Banquets Service
- Job description of banquet manager.
- Outdoor Catering

Part – II**Types of Beverages:-**

- Classification
- Alcoholic Beverages
- Introduction, definition and classification of wines
- Vinification – Still, Sparkling, Aromatized and Fortified wines
- Storage and service of wine.
- Production
- Types and Brands, Indian and international
- Food and wine harmony
- Wine glasses and equipment
- Types of Cheese

Books Recommended:

1. Lillicrap Dennis, Cousins John & Smith Rober: Food & Beverage Service Sixth Edition, Hodder & Stoughton, 338 Euston Road, London, 2002.
2. Dhawan Vijay: Food & Beverage Service, Frank & Sons, New Delhi- 2009.
3. Andrew Sudhir-38th reprint: Food & Beverage Service, Tata McGraw- Hill, New Delhi - 2009.

BTHM-502: TOURISM MANAGEMENT**Time: 3 Hrs.****Total Marks: 100**

Note: The question paper covering the entire course shall be divided into three sections as follows:

Section A: It will consist of 12 very short answer questions from the entire syllabus with answer to each question upto ten lines in length. Students will attempt 10 questions. Each question will carry 2 marks; the total weightage being 20 marks.

Section B: It will consist of essay type/numerical questions with answer to each question upto five pages in length. Four questions will be set by the examiner from Part-I of the syllabus and the candidates will be required to attempt two questions. Each question will carry 20 marks. The total weightage of the section shall be 40 marks.

Section C: It will consist of essay type/numerical questions with answer to each question upto five pages in length. Four questions will be set by the examiner from Part-II of the syllabus and the candidates will be required to attempt two questions. Each question will carry 20 marks. The total weightage of the section shall be 40 marks.

Part – I**Infrastructure of Tourism Management**

- Structural Components
- The seasonal character of tourism
- Suggestions for Improvement of Tourism
- Varied benefits of tourism
- Itinerary and its importance.
- Package Tour and its component.
- Designing and costing of a package tour

Part – II**Tourism Organisational Set Up in India**

- Basic nature of tourism
- Important tourist services
- Structure of department of tourism
- NTO & its Functions.

Planning for Special Tourism Attractions

- Theme Parks
- Convention facilities planning
- Event planning

Books Recommended:

1. Bhatia, A.K. : Tourism Development, Principles & Practices, Sterling Publisher (P) Ltd. New Delhi, 2006.
2. Anand M.M. : Tourism & Hotel Industry in India, Prentice Hall of India, New Delhi, 2007.
3. Negi, Jagmohan: International Tourism & Travel: Concepts and Principles. S. Chand & Co. Ltd. New Delhi, 2001.
4. Wahab Saloh: Tourism Management, Tourism International Press, London, 1975.
5. Foster: Travel & Tourism Management, London, Macmillan, 1985.

Note: Visit to some Major Tourist Destination.

BTHM-503: Corporate Communication and Customer Relation Management**Time: 3 Hrs.****Total Marks: 100**

Note: The question paper covering the entire course shall be divided into three sections as follows:

Section A: It will consist of 12 very short answer questions from the entire syllabus with answer to each question upto ten lines in length. Students will attempt 10 questions. Each question will carry 2 marks; the total weightage being 20 marks.

Section B: It will consist of essay type/numerical questions with answer to each question upto five pages in length. Four questions will be set by the examiner from Part-I of the syllabus and the candidates will be required to attempt two questions. Each question will carry 20 marks. The total weightage of the section shall be 40 marks.

Section C: It will consist of essay type/numerical questions with answer to each question upto five pages in length. Four questions will be set by the examiner from Part-II of the syllabus and the candidates will be required to attempt two questions. Each question will carry 20 marks. The total weightage of the section shall be 40 marks.

PART-I

- Corporate Communication, Culture, need and importance.
- Mission Statement, strategic importance, service with smile.
- Qualities and skills of a corporate communicator.
- Client Servicing.

PART -II

- Customer Relation Management, Meaning and Importance
- Consumer Behaviour, Major Factors influencing consumer behaviour and the stages of buying decision process.
- Customers satisfaction: Meaning, delivering customer satisfaction – value chain and value delivery channel (network). Importance of customer satisfaction in tourism industries.
- Direct Marketing – The growth and benefit of direct marketing, Major channels for direct marketing (face to face direct Mail catalog, Tally Marketing, Online consumer.
- Consumer Right, Consumer Protection Act 1986, Councils, Consumer disputes redressal agencies, consumerism in India.

Books Recommended:

1. Advertising Management by Aaker, Myers Batra, New Delhi, 1999.
2. Technology & Communication Behaviour by Belmont C.A. Wadsworth, London 2003.

BTHM-504: Event Management**Time: 3 Hrs.****Total Marks: 100**

Note: The question paper covering the entire course shall be divided into three sections as follows:

Section A: It will consist of 12 very short answer questions from the entire syllabus with answer to each question upto ten lines in length. Students will attempt 10 questions. Each question will carry 2 marks; the total weightage being 20 marks.

Section B: It will consist of essay type/numerical questions with answer to each question upto five pages in length. Four questions will be set by the examiner from Part-I of the syllabus and the candidates will be required to attempt two questions. Each question will carry 20 marks. The total weightage of the section shall be 40 marks.

Section C: It will consist of essay type/numerical questions with answer to each question upto five pages in length. Four questions will be set by the examiner from Part-II of the syllabus and the candidates will be required to attempt two questions. Each question will carry 20 marks. The total weightage of the section shall be 40 marks.

PART-I

- Introduction, Meaning of Event Management.
- Need scope and importance.
- Types of Events.
- Organizing Events.
- Role of Celebrities in events.
- Profile of Major event Management Company.

PART-II

- Exhibition/ Trade fairs: Regional, National and International.
- How to organize trade fair.
- Promotion and branding through events.
- Media as a tool of event promotion.
- Organization structure of Event Management Companies.

Books Recommended:

1. Bruce E Skinner, Valdimir Rukavina: Event Sponsorship, Wiley, London- 2002.
2. Anton Shene, Bryn Pany: Successful Event Management. Thomsam Learning, London, 2004.
3. Wilkmsom, D.G, The Event Management and Marketing Institute, Ontario. The Event Management and Marketing Institute, Publisher Ltd., 1988.

Note: Compulsory visit to some Trade Fair/ Exhibition / Major Festival.

BTHM-505: Business Communication**Time: 3 Hrs.****Total Marks: 100**

Note: The question paper covering the entire course shall be divided into three sections as follows:

Section A: It will consist of 12 very short answer questions from the entire syllabus with answer to each question upto ten lines in length. Students will attempt 10 questions. Each question will carry 2 marks; the total weightage being 20 marks.

Section B: It will consist of essay type/numerical questions with answer to each question upto five pages in length. Four questions will be set by the examiner from Part-I of the syllabus and the candidates will be required to attempt two questions. Each question will carry 20 marks. The total weightage of the section shall be 40 marks.

Section C: It will consist of essay type/numerical questions with answer to each question upto five pages in length. Four questions will be set by the examiner from Part-II of the syllabus and the candidates will be required to attempt two questions. Each question will carry 20 marks. The total weightage of the section shall be 40 marks.

Part – I

- Meaning, Role, Functions, Importance and essentials of Communication in Business Organizations.
- Process of Business Communication
- Communication Models
- Barriers to effective communication.
- Classification of Communication-
 - Formal & Informal
 - Personal, Inter-personal, Group and Mass
 - Vertical & Horizontal
 - Upward & Downward
 - One-way & Two-way
 - Verbal & Non-verbal

Understanding – Proxemics, kinesics.

Part – II

Business Correspondence:

- Principles of letter writing
- Types of Business Letters- Sales letters, Requests, Response Letters, Complaint Letters, Adjustment letters, Inquiry appeals
- Resume writing
- Report writing

Cross Cultural Communication:

Importance of Dressing, Manners & Etiquettes in Business Communication.

Books Recommended:

1. Essentials of Business Communication- S. Chand Publication, New Delhi, 2005.
2. Krishna Mohan and Meera Banerjee-Basic Communication Skills, Tata McGraw Hill, New Delhi, 2004.
3. R.C. Sharma & Krishna Mohan-Business Reports and Business Correspondence-Tata McGraw Hill, New Delhi, 2003.
4. Rakesh Sharma- Communication Skills- K.L.S, New Delhi, 2002.

BTHM 601: Industrial Training Report **Marks: 250 (External)**

BTHM 602: Comprehensive Viva-Voce on the entire course **Marks: 250 (External)**
work

Total Marks: 500

*** Note: Soon after the end term examination of Vth Semester the students will have to undergo 18 weeks training in reputed Hotel/ Travel Agency. The students will have submit a report of training to the department. The organization where the candidates undergo training with issue a certificate. The document must be send to the department for onward transmission to the University.**