

**Syllabus for PhD Entrance Test
(Tourism & Hospitality Management)
Session-2021-2022
Punjabi University, Patiala**

**SECTION-A
(RESEARCH METHODOLOGY)**

Qualities of Researcher - Components of Research Problem - Various Steps In Scientific Research - Types of Research - Hypotheses Research Purpose -

Research Design - Survey Research - Case Study Research. Data Collection and interpretation , - Sources of Data - Primary Data - Secondary Data - Procedure

Questionnaire - Sampling Methods - Merits and Demerits - Experiments - Observation Method - sampling Error & Types -II Error . Statistical Analysis -

Introduction To Statistics - Probability Theories - Conditional Probability , Poisson Distribution , Binomial Distribution and Properties of Normal Distribution - Hypothesis Tests - One Sample Test - Two Sample Tests / Chi - Square Test , Association of Attributes - Standard Deviation - Co - Efficient of Variation .

Statistical Application - Correlation and Regression Analysis - Analysis of Variance - Partial and Multiple Correlation - Factor Analysis and Conjoint Analysis - Multifactor Evaluation - Two Factor Evaluation Approaches .

Research reports - Structure and Components of Research Report - Types of Report , Characteristics of Good Research Report , Pictures and Graphs , Research Ethics , Purpose of organizing seminars , conferences etc . Basics of computers and computer languages. Logic and Reasoning

**SECTION-B
(SUBJECTIVE)**

TOURISM, HOSPITALITY & HOTEL MANAGEMENT

1. **Tourism Concepts & Trends** : Tourism concept - What is Tourism? Definition and concepts: general tourism, Types of tourists, concept of ecotourism and sustainable tourism and its Management.

2. **Tour Packages Mgt.** : Meaning , definition , development ,types components .Significance of tour packages with relation to tourists , destination and tour companies . Role and inputs of public and private sector tourism organization in the promotions of tour packaging business.

3. Customer Care and Interpersonal Skills: Who is a customer? Internal customer, External customer, who is a service provider? Why are some service providers better than others? What is customer delight? Who is a satisfied/dissatisfied customer ? What are the consequences of satisfied/dissatisfied customers?
4. Accommodation Managements : Changing Face of HK Department Technological Changes- Using Software, Robots in service delivery etc . Green Housekeeping: Use of environments - friendly cleaning products of clean property, Tent Card in rooms informing guests about alternate day lines changing.
5. **Food safety Management:** Introduction to Food Safety Management. HACCP- Introduction , Principle , Advantages Food Production - A modern Perspective , Molecular Gastronomy - Concept , Techniques , tools & ingredients used:
6. **Personal Hygiene** , techniques of hand washing , Control on physical Chemical and biological hazards , Food hygiene- Safe Food handling Temperature of hot and cold Workplace hygiene- equipments , work surfaces , Environmental hygiene , Menu planning.
7. Food & Beverage Service Managements: Basic Restaurant Concepts, Site Selection, Restaurant Planning & Design.
8. Front Office Management : Terminology , Front of the House , Back of the House , Hotel Organizational structure , Concierge , Bell Desk, Front office manager , Room Division Manager . Responsibilities and Duties of Front office Executive . Interaction with other departments of the hotel .
9. Services Marketing : Introduction / Foundation of Services Marketing , Concept of Services ,Characteristics , classification designing of services , Importance of Service to the global economy Marketing mix in Services Marketing 7 P 's of service marketing .
10. Organization Development & Leadership , Functions of Management : Planning Organizing Staffing , Directing , Controlling . Leadership: Concept , Nature , Importance Attributes of Leader , Qualities of Leader , Styles of leadership ,theories of leadership-(behavioral ,situational, transactional, functional developing leaders across the organization ,leadership Grid.
11. Entrepreneurship Development : Concept and Need of Entrepreneurship Development Definition Of Entrepreneur ,Entrepreneurship , Innovation ,

Invention , Creativity , Business Idea , Concepts of Entrepreneur , Manager Product Decision , Pricing Strategies , distribution / Channel Structure and option Promotion of Service , People , Physical Evidence and Process .

12. Event Management: Role of events for promotion of tourism .Types of Events-Cultural, festivals . religious business etc, Need of even management .key factors for best event managements , Concept of MICE : Introduction of meetings , incentive , conference / conventions , and Exhibitions , Event Marketing , Promotion , Advertising , Public relation , Sponsorship , Sales Presentation , Electronic events marketing strategies .
13. Human Resource Managements : Definition & role of human resource development-Role of human resources manager , Job analysis , Job description , Job enlargement/ rotation , Job enrichment , Job specification . Performance appraisal- Definition & importance , Objectives of performance appraisal , Components of a performance appraisal system .