

**MASTER OF TOURISM & TRAVEL
MANAGEMENT**

(CATEGORY 1 & 2)

(SEMESTER 1 & 2)

**MTTM/MTM (Second Year)
Assignments Booklet
2022
(January & July Academic Cycles)
Applicable for June and December 2022 TEE**

**MTTM/MTM - 1 TO 8
and
TS-1, 2, 3 and 6 (for Category II)**



**School of Tourism and Hospitality Services Sectoral
Management Indira Gandhi National Open University Maidan
Garhi, New Delhi – 110 068**

NOTE

From July 2016 academic cycle onwards, the programme is offered under the nomenclature **Master of Tourism & Travel Management (MTTM)**. The assignment for Master of Tourism & Travel Management (MTTM) and the previous **Master of Arts (Tourism Management), MTM programme** will be the same. Choose your respective programme and course code accordingly while submitting the assignment.

MTTM/MTM ASSIGNMENTS

Dear Student,

You will have to do **One** assignment in each of the courses, i.e., MTTM-1 to 8 and TS-1, 2, 3 and 6. Only Category II students should attempt assignments of TS-1, 2, 3 and 6. All these are Tutor Marked Assignments (TMAs).

Before attempting the assignments please read the instructions provided in the MTTM Programme Guide.

Note: All Assignments must be **submitted in time** in order to appear in the Term-end examination and they should be **sent to the Coordinator of your Study Centre**. You must mention your enrolment number, name, address, Assignment code and Study Centre Code on the first page of the assignment.

You must obtain a receipt from the study centre for the assignments submitted and retain it. If **possible**, keep a photocopy of the assignments with you.

After evaluation, the assignments have to be returned to you by the study centre. Please insist for this and keep them as a record with you. The Study Centre has to send the marks to SED Division at IGNOU, New Delhi.

GUIDELINES FOR DOING ASSIGNMENTS

We expect you to answer each question in about 500 words or as mentioned in the assignment. You will find it useful to keep the following points in mind:

- 1) **Planning:** Read the assignment questions carefully. Go through the Units on which they are based. Make some points regarding each question and then rearrange them in a logical order.
- 2) **Organisation:** Be a little selective and analytic before drawing up a rough outline of your answer. Give adequate attention to your introduction and conclusion.

Make sure that your answer:

- a) is logical and coherent;
 - b) has clear connections between sentences and paragraphs; and
 - c) is written correctly giving adequate consideration to your expression, style and presentation.
- 3) **Presentation:** Once you are satisfied with your answers, you can write down the final version for submission, writing each answer neatly and underlining the points you wish to emphasise.

Wishing you all the best

**Programme Coordinator,
(MTTM)**

DATE OF SUBMISSION OF ASSIGNMENTS

Reminder: All Assignment must be sent to the **Coordinator of your Study Centre**. You must mention your enrolment number, name, address, Assignment code and Study Centre Code in the first page of the assignment.

Semester & Courses (1st Year)	
Semester I	Semester II
MTTM 1	MTTM 5
MTTM 2	MTTM 6
MTTM 3	MTTM 7
MTTM 4	MTTM 8

* **Category 2** students will have to pass the following additional papers during the period of their study, preferably during the 1st Year itself (**TS 1 and TS 2 in the first semester and TS 3 and TS 6 in the second semester**)

List of additional papers

TS 1: Foundation Course in Tourism

TS 2: Tourism Development: Products, Operations and Case Studies

TS 3: Management in Tourism

TS 6: Tourism Marketing

Last Date of Submission of Assignments *

For June Term End Examination 2022	For December Term End Examination 2022
30 th March 2022	30 th October 2022

* Keep checking the IGNOU website for any change in the date of submission

IGNOU adopts a flexi-open learning system and option is available to the student to decide which course he/she will complete in a particular semester/year, subject to the completion of a particular semester and the validity of their course registration.

Submit your assignment before the due date specified for only those courses which you plan to give the examination in a particular Term End Examination

**MTTM 1/MTM-1 MANAGEMENT FUNCTIONS AND BEHAVIOUR
IN TOURISM
(Tutor Marked Assignment)**

**Course Code: MTTM/MTM-1
Total Mark: 100**

**Programme: MTTM/MTM
Assignment Code: MTTM 1/MTM 1/TMA/2022**

Note: This TMA consists of **ten questions**, out of which you have to **attempt any five**.
The question carries **20 marks each** and should be answered in about **500 words**. Send
your TMA to the Coordinator of your Study Centre.

1. Describe responsibilities of a professional manager. 20
2. Discuss the managerial levels and roles of a top executive. 20
3. What is the significance of having procedures and policies?
4. What do you understand by managerial ethos? How culture and Ethos are maintained? 20
5. Write short notes on: 10X2=20
 - a) Modes of conflict management
 - b) Sources of conflict
6. Describe the process of organizational change. 20
7. Write an essay on organizational structure and design in travel and tourism sector. 20
8. What is the importance of communication in travel and tourism sector? Give suitable examples. 20
9. Discuss the strategies of control. 20
10. Write short notes on: 10x2=20
 - a) Interpersonal Attraction
 - b) Leadership and Influence Process

**MTTM-2/ MTM 2: HUMAN RESOURCE PLANNING AND DEVELOPMENT
INTOURISM
(Tutor Marked Assignment)**

Course Code: MTTM 2/MTM 2

Programme: MTTM/MTM

Total Marks: 100

Assignment Code: MTTM 2/MTM 2/TMA/2022

Note: This TMA consists of **ten questions**, out of which you have to **attempt any five**.

The question carries **20 marks each** and should be answered in about **500 words**. Send your TMA to the Coordinator of your Study Centre.

1. Define Human Resource Accounting. Why is it important in the tourism industry? 20
2. Explain the concept of Manpower Supply. Discuss the database requirement for Manpower Supply Forecasting. 20
3. Describe the Quantitative and Qualitative Dimensions of Human Resource Planning. 20
4. Define conflict. What are available models of conflict management? 20
5. Explain the basis of measuring revenue and expenses with suitable examples. 20
6. What are the various leadership styles? Differentiate between a successful and an effective Leader. 20
7. Write a detailed note on Human Resource Audit emphasising on its purpose, scope and process. 20
8. Why is Performance Appraisal an important tool to ensure maximum utilisation of available human resources in an organisation? Explain the various Performance Appraisal methods. 20
9. Explain with the help of suitable examples the significance and role of HRD in Tourism and Hospitality Sector. 20
10. Write short notes on the following in about 150 words each: 5 x 4=20
 - a) Labour Market Behaviour
 - b) Manpower Demand
 - c) Manpower Supply
 - d) Job Evaluation

MTTM 3/MTM 3: MANAGING PERSONNEL IN TOURISM

(Tutor Marked Assignment)

Course Code: MTTM 3/MTM-3

Total Marks: 100

Programme: MTTM/MTM

Assignment Code: MTTM 3/MTM 3/TMA/2022

Note: This TMA consists of **ten questions**, out of which you have to **attempt any five**.

The question carries **20 marks each** and should be answered in about **500 words**. Send your TMA to the Coordinator of your Study Centre.

1. Discuss the components of salary administration and pay structures. How is DA fixed for an employee? 20
2. What do you understand by grievances? Elaborate the important steps of grievance handling. 20
3. What factors lead to indiscipline in an organization? What are the various methods of implementing discipline in an organization? 20
4. Discuss the need for employee counselling for running a successful organization. Which skills are required by a counsellor for effective counselling? 20
5. What is a performance appraisal and its need in an organization? Discuss the validity problems in a PA system. 20
6. What do you understand by Job Enrichment? As a restaurant owner how can you enrich jobs of your employees? 20
7. Write short notes on: 4x5=20
 - a) Theories of Motivation
 - b) Retrenchment
 - c) Employees State Insurance Act
 - d) Career Planning
8. Define training and development. What are the methods to determine training needs of employees in tourism industry? 20
9. What is personnel management? Discuss the personnel manager's role in an organization. 20
10. Write a detailed note on position of women in tourism? 20

MTTM 4/MTM 4: INFORMATION MANAGEMENT SYSTEM AND TOURISM
(Tutor Marked Assignment)

Course Code: MTTM 4/MTM-4
Total Marks: 100

Programme: MTTM/MTM
Assignment Code: MTTM 4/MTM 4/TMA/2022

Note: This TMA consists of **ten questions**, out of which you have to **attempt any five**.

The question carries **20 marks each** and should be answered in about **500 words**. Send your TMA to the Coordinator of your Study Centre.

1. What is the importance of information in the Tourism Industry? What are the modes of information generation for Tourism Business? 20
2. What is meant by Internal Information and external Information? What are the Information needs for Decision Making Process? 20
3. Define Network. Differentiate between Switched Network and Non-Switched Network. 20
4. What do you understand by LAN? How is LAN useful in travel and tourism organizations? Explain with the help of suitable examples. 20
5. Write short notes on the following: 4X 5=20
 - a) Secondary memory of computer
 - b) Word Processing
 - c) Hacking
 - d) Scope of Data
6. What do you understand by MIS. Explain the role of MIS at each Managerial level. 20
7. What do you understand by Network Topology? What are the types of Network Topologies ? 20
8. What is meant by Computer Virus and Perverse Software? What are the characteristics of a Computer virus? 20
9. Describe the legal aspects involved in the sale or purchase of a computer. 20
10. Write short notes on any two of the following: 2X10=20
 - a) Impact of computerization on an Individual
 - b) System Life Cycle
 - c) Computer Aided Decision Making

MTTM 5/ MTM 5: ACCOUNTING AND FINANCE FOR MANAGERS IN TOURISM

(Tutor Marked Assignment)

Course Code: MTTM-5/MTM-5

Programme: MTTM/MTM

Total Marks: 100

Assignment Code: MTTM 5/MTM 5/TMA/2022

Note: This TMA consists of **ten questions**, out of which you have to **attempt any five**. The question carries **20 marks each** and should be answered in about **500 words**. Send your TMA to the Coordinator of your Study Centre.

1. Explain briefly the role and activities of an Accountant. How is accounting information useful for an organization? 20
2. What is meant by Cost Accounting? Explain the various types of “Costs”? 20
3. What is a budget? What role does it play in overall financial planning of any organization? 20
4. What do you understand by financial management? What are its various components? 20
5. What do you understand by a working capital? Elaborate its significance in an organisation. 20
6. Discuss the concept of CVP Analysis. Describe the difference between CVP Analysis and Breakeven Analysis. 20
7. Write a detailed note on ‘Depreciation’. 20
8. Define Dividend. Discuss the factors that are taken into consideration by a company while taking a decision on dividend to be declared. 20
9. Enumerate the features of an appropriate Capital Structure. What are its various determinants? 20
10. Write short notes on the following in about 150 words each: 5x4=20
 - a) Break Even Point
 - b) Fixed and Current Assets
 - c) Budgetary Control
 - d) Profit and Loss Account

**MTTM-6/ MTM 6: MARKETING FOR TOURISM MANAGERS
(TUTOR MARKED ASSIGNMENT)**

**Course Code: MTTM 6/MTM 6
Total Marks: 100**

**Programme: MTTM/MTM
Assignment Code: MTTM 6/MTM 6/ TMA /2022**

Note: This TMA consists of **ten questions**, out of which you have to **attempt any five**. The question carries **20 marks each** and should be answered in about **500 words**. Send your TMA to the Coordinator of your Study Centre.

1. Discuss the characteristics of Service Industry. Explain how it affects the Marketing Mix with suitable example. 20
2. What do you understand by “Marketing Research”? Discuss the relevance of Marketing Research for Tourism Industry. 20
3. Describe the considerations involved in designing marketing organisations. 20
4. Explain the channels of distribution of tourism industry with relevant examples. 20
5. Write the difference between : 4X 05 = 20
 - a) Production and Product Concept of Marketing
 - b) Selling and Marketing Concept of Marketing
 - c) Marketing and Social Marketing concept
 - d) Wholesaler and Retailer in Tourism Services
6. Explain Tourism Product Life Cycle with the help of suitable examples. 20
7. What is the need of Sales Forecasting? Explain the various methods of sales forecasting. 20
8. What are the factors that influence the consumer behaviour? 20
9. Define Branding. Discuss the advantages and disadvantages of branding decisions with the help of suitable examples from tourism industry. 20
10. Write short notes on **any two** of the following: 2X10=20
 - a) Sales Promotion
 - b) Advantages and disadvantages of Packaging
 - c) Market Segmentation and Tourism

**MTTM-7/ MTM 7: MANAGING SALES AND PROMOTION IN TOURISM
(TUTOR MARKED ASSIGNMENT)**

Course Code: MTTM 7/MTM-7
Total Marks: 100

Programme: MTTM/MTM
Assignment Code: MTTM 7/ MTM-7/ TMA/2022

Note: This TMA consists of **ten questions**, out of which you have to **attempt any five**.

The question carries **20 marks each** and should be answered in about **500 words**. Send your TMA to the Coordinator of your Study Centre.

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|--|---------|
| 1. Discuss Qualitative and Quantitative sales objectives. | 20 |
| 2. What is sales resistance? How the same is minimised? | 20 |
| 3. What do you know about principles of presentation? Explain. | 20 |
| 4. Describe types of display. How displays will be managed effectively? | 20 |
| 5. What are the abilities posses by trainers to do a good job of training? | 20 |
| 6. Write shot notes on | 10x2=20 |
| a) Workload Approach (W.J. Talley's) | |
| b) Territory Coverage Planning | |
| 7. Discuss functions of sales manager. | 20 |
| 8. What are the various elements of promotional mix? | 20 |
| 9. What are the criteria for selecting a consumer promotion for a service? | 20 |
| 10. Write short notes on | 10x2=20 |
| a) Process of Adverting | |
| b) Creating Print Media Advertisement | |

**MTTM-8/MTM 8: MANAGING ENTREPRENEURSHIP AND SMALL
BUSINESS IN TOURISM
(TUTOR MARKED ASSIGNMENT)**

**Course Code: MTTM 8/MTM-8
Total Marks: 100**

**Programme: MTTM/MTM
Assignment Code: MTTM 8/ MTM-8/ TMA/2022**

Note: This TMA consists of **ten questions**, out of which you have to **attempt any five**.
The question carries **20 marks each** and should be answered in about **500 words**. Send
your TMA to the Coordinator of your Study Centre.

1. What do you understand by entrepreneurship? Discuss the role of entrepreneurship in SSE and economic development. 20
2. As a tourism entrepreneur how will you identify an opportunity and accomplish Zeroing in the process? 20
3. How will you conduct the feasibility study of your entrepreneurial project? Discuss the factors that you will consider while selecting the location of your business. 20
4. What are the schemes for providing self-employment to unemployed educated youth in India? Discuss various types of loans available for them. 20
5. Write short notes on: 4x5=20
 - a) Entrepreneurial Competencies
 - b) SIDBI
 - c) SSE
 - d) Break Even Analysis
6. Prepare a pre-investment feasibility report for opening a travel agency in your locality. 20
7. What are the stages of growth of an SSE? What type of stabilization strategy will you use as an entrepreneur? 20
8. What do you understand by Family Business? What issues arise in a family business? 20
9. What is Market Demand Analysis and why is it important for an entrepreneur? 20
10. How should an entrepreneur keep good relations with employees? How can personnel relations be improved in an enterprise? 20

**Additional Four Courses Assignment for
Category II students**

**TS-1: FOUNDATION COURSE IN TOURISM
(TUTOR MARKED ASSIGNMENT)**

**Course Code: TS-1
Total Mark: 100**

**Programme: MTTM/MTM
Assignment Code: TS-1/TMA/2022**

Note: This TMA consists of **ten questions**, out of which you have to **attempt any five**. The question carries **20 marks each** and should be answered in about **500 words**. Send your TMA to the Coordinator of your Study Centre.

1. Discuss the economic impacts of tourism in context of a developing economy. Write a short paragraph on impact of Covid-19 on tourism economy of India. 20
2. Elaborate the relationship between infrastructure and tourism. Support your answer with suitable examples. 20
3. What do you understand by performing arts? Discuss the role of performing arts in destination development. 20
4. Discuss Buddhism as a religion along with the famous Buddhist Circuit as a successful tourism product. 20
5. Elaborate the relevance of maps and charts for a tourism entrepreneur. Discuss the importance of Salva sutra and Arthashastra in history of map making in India. 20
6. What is the importance of information for tourism industry? What are the various sources used by tourism professionals to gather relevant information? 20
7. Differentiate between a guide and an escort. 20
8. Write short notes on any two of the following: 10x2= 20
 - a) Multiplier effect in tourism
 - b) Five major tourist attractions related to Sikhism
 - c) Threats and Obstacles to tourism
9. What are the various types of tourist accommodations? Discuss the AirBnB model of accommodation in brief. 20
10. Discuss the historical evaluation and development of tourism in India. 20

**TS-2: TOURISM DEVELOPMENT: PRODUCTS, OPERATIONS AND CASE STUDIES
(TUTOR MARKED ASSIGNMENT)**

**Course Code: TS-2
Total Marks: 100**

**Programme: MTTM/MTM
Assignment Code: TS-2/TMA/2022**

Note: This TMA consists of **ten questions**, out of which you have to **attempt any five**. The question carries **20 marks each** and should be answered in about **500 words**. Send your TMA to the Coordinator of your Study Centre.

1. How does the knowledge of world tourism trends help in tourist development? 20
2. Discuss the problems faced by escorts and tourist while conducting a city tour. 20
3. What is "Path Finder"? How did the Sherpa evolved into a path finder? 20
4. How can local customs help to make a visitors experience more memorable? Give suitable examples. 20
5. What is the importance of fair and festivals in travel and tourism field? Why is it important to exercise caution in developing local fairs as tourist attractions? 20
6. Discuss the relationship between adventure, sports and tourism. 20
7. How can one link festivals with tourism promotion? Discuss by giving suitable examples. 20
8. Write an essay on "Palace on wheels". 20
9. Write shot notes on. 10x2=20
 - a) Railway Package Tours
 - b) PATA Travel Marts
10. Write shot notes on. 10x2=20
 - a) European Tourist Markets
 - b) Highway Tourism

**TS-3: MANAGEMENT IN TOURISM
(TUTOR MARKED ASSIGNMENT)**

**Course Code: TS-3
Total Mark: 100**

**Programme: MTTM/MTM
Assignment Code: TS-3/TMA/2022**

Note: This TMA consists of **ten questions**, out of which you have to **attempt any five**. The question carries **20 marks each** and should be answered in about **500 words**. Send your TMA to the Coordinator of your Study Centre.

1. What do you understand by Entrepreneurship? What are the qualities to become a successful entrepreneur in tourism sector? 20
2. Define an organization. Briefly discuss four types of organizational structures. 20
3. What do you understand by convention tourism? Discuss in detail about convention tourism. 20
4. What do you understand by interpersonal behaviour? Explain the importance of ego states in analyzing interpersonal behaviour. 20
5. Discuss in detail about Human Resource planning. What role appraisal system plays in motivating employees? 20
6. As a tourism entrepreneur which financial aspect will you consider ensuring effective financial management of your firm? 20
7. List the steps for setting up a Tour Operator Company. Why do you think it is important to provide quality service in tourism? 20
8. Write short notes on the following: 5x4=20
 - a) Sole proprietorship
 - b) Skills for effective supervision in tourism
 - c) Role of trade fairs in tourism
 - d) Steps in decision making
9. Discuss the role of menu in a successful restaurant venture. Which factors will you take into account while deciding a menu for a restaurant? 20
10. Write in detail about transport services in tourism. How can one do forecast in transport services? 20

**TS-6: TOURISM MARKETING
(TUTOR MARKED ASSIGNMENT)**

**Course Code: TS-6
Total Mark: 100**

**Programme: MTTM/MTM
Assignment Code: TS-6/TMA/2022**

Note: This TMA consists of **ten questions**, out of which you have to **attempt any five**. The question carries **20 marks each** and should be answered in about **500 words**. Send your TMA to the Coordinator of your Study Centre.

1. Give an account of the evolution of Marketing. Why is marketing important in tourism? 20
2. Discuss giving suitable examples the application of the market segmentation concept in tourism. 20
3. Elaborate the steps of conducting a Marketing Research . 20
4. Write short notes on the following in about 150 words each: 5x4=20
 - a) Forecasting in Tourism
 - b) Familiarisation tours
 - c) Questionnaire
 - d) Socially Responsible Marketing
5. Write a detailed note on the Marketing Mix in tourism. 20
6. Discuss the role of NGO's in the development of tourism. 20
7. Citing suitable examples, discuss the role of events, activities and individual in the marketing of a destination. 20
8. As the Marketing Manager of a 5 star hotel, how would you design its marketing strategy? 20
9. Elaborate the objectives of airline scheduling. Also explain the schedule planning process. 20
10. Why is market analysis necessary in Tour Operation Business? Discuss the various factors one should consider while designing a tour operators' product? 20