

**MASTER OF TOURISM & TRAVEL
MANAGEMENT**

(CATEGORY 1 & 2)

(SEMESTER 1 & 2)

**MTTM (First Year)
Assignments Booklet
2024**

**(January & July Academic Cycles)
Applicable for June and December 2024 TEE**

**MTTM - 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**

MTTM 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 (1 st 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 2024	For December Term End Examination 2024
30 th April 2024	30 th October 2024

* 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: MANAGEMENT FUNCTIONS AND BEHAVIOUR
IN TOURISM
(Tutor Marked Assignment)**

**Course Code: MTTM-1
Total Marks: 100**

**Programme: MTTM/MTM
Assignment Code: MTTM1/TMA/2024**

Note: This TMA consists of **ten questions**, out of which you must **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 mean by innovation? Why the innovation technology must be market and customer-oriented? 20
2. “Decision-making implies making a choice between alternatives”. Analyze the statement by giving suitable examples from service industry. 20
3. What is the difference between strategy and policy? Why are these needed? 20
4. Discuss the benefits and limitations of MBO. 20
5. Write an essay on “Antecedents of organizational change”. 20
6. What is organization? What are the issues involved in designing a service organization? 20
7. Write short notes on: 2X10=20
 - i) Formal channel of communication
 - ii) Barriers to effective communication
8. Discuss the managerial process of planning. 20
9. What is coordination? What are the approaches to coordination?
10. Write short notes on: 2X10=20
 - (a) Developing Interpersonal skills
 - (b) Types of groups and their role.

**MTTM-2: HUMAN RESOURCE PLANNING AND DEVELOPMENT
IN TOURISM
(Tutor Marked Assignment)**

Course Code: MTTM 2

Programme: MTTM

Total Marks: 100

Assignment Code: MTTM 2/TMA/2024

Note: This TMA consists of **ten questions**, out of which you must **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 Human Resource Planning (HRP) along with its objectives and need in tourism sector. Discuss the rate of return approach used for HRP. 20
2. Define manpower demand. Explain and compare 'Macro Forecasting' and 'Micro Forecasting' as techniques of forecasting manpower demand. 20
3. Explain the need and purpose of Human Resource Audit. What are the essential steps in HRA? 20
4. Explain the concept of Human Resource Accounting and the major factors which influence the choice of a Human Resource Accounting System? 20
5. What is the importance of Job Evaluation process? What are the methods of Job Evaluation? Describe any one method. 20
6. Define Task Analysis and describe its various steps. 20
7. What is job description? How is it useful? What are the points to consider why designing a job description? 20
8. Define HRD. Discuss the role and importance of HRD in the service sector. Substantiate your answer with suitable examples from tourism and hospitality industry. 20
9. What are the various tasks of the HRD department in an organisation? What qualities make for a successful HRD staff and manager? 20
10. Write notes on the following in about 300 words each: 2x10=20
 - a) Performance Appraisal
 - b) Career planning

MTTM 3: MANAGING PERSONNEL IN TOURISM
(Tutor Marked Assignment)

Course Code: MTTM3
Total Marks: 100

Programme: MTTM
Assignment Code: MTTM3/TMA/2024

Note: This TMA consists of **ten questions**, out of which you must **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 Personnel Management? Define the functions & operations of Personnel Management. 20
2. What do you mean by Induction process? Discuss the activities to be undertaken by the personnel department of an organization for the induction process. 20
3. Discuss the process of selection. Differentiate between Intelligence tests/Aptitude tests and Personality tests. 20
4. What is Management Development? Discuss at least seven techniques of Management Development. 20
5. Discuss the inter-relationship between Motivation and Productivity. Explain how understanding motivational factors can lead to productivity using Maslow's need hierarchy theory. 20
6. What do you mean by Counselling? Discuss the specific skills and techniques that should be applied by the Manager counselling session. 20
7. What do you understand by Graded salary structure? 20
8. Write short notes on any two of the following: 2X10=20
 - a) Bonus scheme
 - b) Fringe Benefits
 - c) Sexual Harassment
9. What are the objectives of labour welfare? Mention the features of the Employees State Insurance Act. 20
10. Discuss in detail the employment rate of women in tourism industry by citing examples. 20

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

**Course Code: MTTM 4
Total Marks: 100**

**Programme: MTTM
Assignment Code: MTTM 4/TMA/2024**

Note: This TMA consists of **ten questions**, out of which you must **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 are different types of information? What are the barriers to information flow? How can we overcome them? 20
2. Discuss the importance of information in the Tourism Industry. Also describe the modes of information generation for Tourism Business. 20
3. What is meant by Computer Software? What are the software commonly used for management applications on personal computers? 20
4. Define LAN. Also discuss the characteristics and topologies of LAN with diagrams. 20
5. Write short notes on the following: 4X 5=20
 - i. DATA and Information
 - ii. Switched Network and Non-Switched Network
 - iii. LAN and WAN
 - iv. Computer Virus and Computer Hacking
6. Discuss the various aspects of Information Economics. Substantiate your answer with suitable examples from the tourism and hospitality industry. 20
7. Mention the legal aspects involved in the purchase and sale of computers. 20
8. Explain the term MIS. Discuss the role of MIS at various Management Levels 20
9. What are the advantages and disadvantages of computerization for an organisation? How has computerisation facilitated the tourism industry? Give examples. 20
10. Write short notes on any two of the following: 2X 10=20
 - i) System Life Cycle
 - ii) Computer Aided Decision Making
 - iii) Critical Success Factor

MTTM 5: ACCOUNTING AND FINANCE FOR MANAGERS IN TOURISM

(Tutor Marked Assignment)

Course Code: MTTM-5
Total Marks: 100

Programme: MTTM
Assignment Code: MTTM 5/TMA/2024

Note: This TMA consists of **ten questions**, out of which you must **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 the term "Accounts Manager"? Explain the role and activities of an accounts manager in an organization. 20
2. Explain elements of costs. Also prepare a proforma of a cost sheet. 20
3. Explain Zero Based Budgeting along with its process and advantages. 20
4. Explain various Forms of Dividend and Dividend policy Goals. Explain the factors affecting dividend decisions. 20
5. Define Depreciation. Explain various methods of Depreciation. 20
6. What are the different types of Investment Proposals? Discuss the relevance of Investment proposals for tourism business. 20
7. Explain the scope of Financial Management. Give relevant examples. 20
8. What do you understand by the terms budget and budgetary control? Suppose you own a large size tour operation company; discuss the advantages and objectives of introducing budgetary control in your organisation. 20
9. What is working capital? Discuss the factors that affects the size of working capital in a tour operation company. 20
10. Write short notes on the following in about 150 words each: 4X5=20
 - (a) Break Even Analysis
 - (b) Uses of Balance Sheet
 - (c) Uses of Funds
 - (d) Importance of cash and cash Flow Statement

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

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

**Programme: MTTM
Assignment Code: MTTM 6/ TMA /2024**

Note: This TMA consists of **ten questions**, out of which you must **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 process of a new product development. Substantiate your answer with suitable examples from Tourism Industry. **20**
4. What is meant by “Consumer Behaviour”? What are the factors that affect Consumer Behaviour in the Tourism Industry? Explain with the help of examples. **20**
5. Write short notes on **any two** of the following: **4X 05 = 20**
 - i. Role of Wholesaler in Tourism
 - ii. Cyber marketing and Tourism
 - iii. Branding in tourism
6. “Each stage of Product Life Cycle requires different marketing strategy”. Comment on the statement and support your answer with relevant examples from Tourism and Hospitality industry. **20**
7. Discuss the need and process of training and motivating the sales personnel. **20**
8. Discuss the methods of designing a marketing organisation. **20**
9. Explain the channels of distribution of tourism industry with relevant examples. **20**
10. Write short notes on **any two** of the following: **2 X 10 = 20**
 - i. Demand forecasting for a tourism product
 - ii. Marketing Communication in tourism
 - iii. Personal Selling in tourism and hospitality industry

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

Course Code: MTTM 7
Total Marks: 100

Programme: MTTM
Assignment Code: MTTM 7/ TMA/2024

Note: This TMA consists of **ten questions**, out of which you must **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. Which types of situations are conducive for personal selling? Elaborate your answer by giving suitable examples from travel and tourism industry. 20
2. Write an essay on “Actual Sales Process”. 20
3. What do you mean by presentation? Describe the structure of a presentation. 20
4. Discuss the role of sales displays and what should be done to motivate retailers to put in their best efforts in sales display. 20
5. What is sales force management? How can you design and conduct the training programme related to tourism industry’s sales force. 20
6. Discuss the role of performance appraisal and evaluation. 20
7. Write short notes on: 2X10=20
 - (a) Product specialization
 - (b) Marketing Cost Analysis
8. Describe different broadcast medium available in India. 20
9. Discuss the techniques of determining Promotional Budgets. 20
10. Write short notes on: 2X10=20
 - (a) Organizing Sales Force Contest.
 - (b) Print media advertisement creation.

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

**Course Code: MTTM 8
Total Marks: 100**

**Programme: MTTM
Assignment Code: MTTM 8/ TMA/2024**

Note: This TMA consists of **ten questions**, out of which you must **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 are the major entrepreneurial competencies? Explain how these competencies can be developed through systematic training? 20
2. Define market orientation. Explain why an entrepreneur should go for market assessment. 20
3. Explain why product or service design is important to any organization. Discuss the various stages involved in product design. 20
4. 'Small Scale Enterprises have many characteristics which make them pivotal in accelerating economic growth'. Discuss with examples. 20
5. Discuss the role of important financial institutions rendering promotional assistance & credit facilities assistance to small scale industrial units/enterprise. 20
6. What do you mean by Business Plan? What type of location would you go for if you are in the tourist transport business. 20
7. What do you mean by Proprietorship? What are the advantages and disadvantages of Proprietorship? 20
8. Describe the various stages of growth in the life of a small-scale enterprise. Support your answer with examples from the tourism industry. 20
9. What are the various financial ratios that are commonly used by entrepreneurs to assess their own performances. Give a detailed check list to assess oneself. 20
10. Discuss some of the commonly employed management practices in family business. Discuss the positive aspects of family business. 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
Assignment Code: TS-1/TMA/2024**

Note: This TMA consists of **ten questions**, out of which you must **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 Tourism. Explain the different forms and types of tourism. 20
2. What are the various types of Accommodation? Is the paying guest accommodation beneficial for the tourism industry? 20
3. Why there is need for Tourism Policy & Planning in India. 20
4. What are the factors that are identified as obstacles to the development of modern tourism? 20
5. Write short notes on any two of the following: - 2X10=20
 - a) Purpose of Tourism
 - b) Role of Seasonality in Tourism
 - c) Impact of Tourism on Environment
6. Explain how museums can be a tourist attraction. Support your answer with suitable examples. 20
7. What are the duties of a Tourist Guide? What are the skills required to be a good tour guide? 20
8. Write short notes on any two of the following: 2X10=20
 - a) Silk Route
 - b) Grand Tour
 - c) Carrying Capacity
 - d) Alternative Tourism
9. Explain the role of History in Tourism. Substantiate your answer with the help of suitable examples. 20
10. What do you understand by Statistics? Discuss the relevance of statistics for planning in tourism. 20

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

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

**Programme: MTTM
Assignment Code: TS-2/TMA/2024**

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 various factors that are analyzed to study demographic profile and their importance in tourism planning. 20
2. Write some common problems a tour operator might face while conducting a city tour? 20
3. “Participatory tourism activity can enhance the satisfaction level of tourist”. Discuss the statement and give suitable examples. 20
4. Discuss the importance of adventure and sports for attracting tourists. 20
5. Discuss the relationship between wildlife and tourism. Elaborate upon do’s and don’ts while visiting a sanctuary. 20
6. Write short notes on: 2X10=20
 - i) Ethnic Tourism
 - ii) Importance of fair and festivals in tourism.
7. How are the promotional activities organized in tourism industry? Explain with examples. 20
8. Write an essay on PATA and the Travel Mart. 20
9. What do you understand by Highway Services in tourism? Give suitable examples. 20
10. Write short notes on: 2X10=20
 - i) Heritage Hotels
 - ii) Pilgrimage Tourism

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

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

**Programme: MTTM
Assignment Code: TS-3/TMA/2024**

Note: This TMA consists of **ten questions**, out of which you must **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. Why should a tourism organization adopt a policy of Public Relations. Explain with the help of examples. 20
2. What aspects should be considered by a supplier while planning a convention? 20
3. Explain the factors which are important for effective function of a group? 20
4. Write short notes on the following: - 2X10=20
 - (a) Delegation of Authority
 - (b) Management Information System
5. Distinguish between the following: - 2X10=20
 - (a) Fixed Assets and Current Assets
 - (b) Ordinary Shares and Preference Shares
6. Write a detailed note on the role of Information Technology in tourism. 20
7. Write short notes on any two of the following: - 2X10=20
 - (a) Marketing Mix
 - (b) Marketing Research
8. Discuss the advantages and disadvantages of a partnership business. 20
9. Discuss some important challenges faced by Airlines Management in the current economic scenario, quoting suitable examples from the Airlines Industry. 20
10. Food Service Industry is one of the largest industries in the world. What are the special features of food services in India. Illustrate with examples. 20

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

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

**Programme: MTTM
Assignment Code: TS-6/TMA/2024**

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 the concept of Tourism Marketing along with its features. 20
2. Explain market segmentation concept and its application in tourism with suitable examples. 20
3. What is Marketing Research? Discuss the steps of conducting market research. 20
4. Explain the concept of Forecasting along with its methods and applications in Tourism industry. 20
5. Write a detailed note on the role of NGOs in tourism development. 20
6. Discuss how local cuisines can be marketed as a tourism product. 20
7. Discuss the major elements of Promotion Mix. Which one, according to you, is the most effective one for promoting tourism products and why? 20
8. With the help of an example, describe how a tourism product can be developed. Also discuss possible pricing strategies for the same. 20
9. Describe brochures and their role in Tour Operators Marketing. 20
10. Write short notes on the following in about 150 words. (4x5=20)
 - a) Importance of Familiarisation tours in tourism promotion
 - b) Role of technology in Tourism Marketing
 - c) Target markets of Tourist Transporter
 - d) Seasonality in Tourism