

**MASTER OF TOURISM & TRAVEL  
MANAGEMENT**

**(CATEGORY 1 & 2)**

**(SEMESTERS 1 & 2)**

**MTTM/MTM (First Year)  
Assignments Booklet  
2017  
(January & July Academic Cycle)**

**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.

<b>Semester &amp; Courses (1<sup>st</sup> Year)</b>	
<b>Semester I</b> MTTM 01 MTTM 02 MTTM 03 MTTM 04	<b>Semester II</b> MTTM 05 MTTM 06 MTTM 07 MTTM 08

\* **Category 2** students will have to pass the following additional papers during the period of their study, preferably during the 1<sup>st</sup> 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**

<b>For June Term End Examination 2017</b>	<b>For December Term End Examination 2017</b>
31 <sup>st</sup> March 2017	30 <sup>th</sup> September 2017

**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/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/MTM-1/TMA/2017**

---

**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 mean by “Competitive Environment”? Why should a manager keep a close eye on competition? 20
2. What factors should be kept in mind while designing an effective MIS? 20
3. What is skill? Which kind of skill is required for creating and establishing an institution? 20
4. Differentiate between strategy, policy and procedures. What is the significance of having procedures? 20
5. Write short notes on: (10x2=20)
  - a) Management by objectives
  - b) Managerial Ethos.
6. Elaborate the process of resistance to change. Devise an appropriate strategy to implement the process of organizational change in any travel and tourism company. 20
7. Write a note on different types of organizational structures along with their advantages and disadvantages. 20
8. What do you understand by “Planning Framework”? Also differentiate between strategic and operational planning. 20
9. Critically analyze the methods and managerial strategies of control? Substantiate your answer with suitable examples. 20
10. Write short notes on: (10x2=20)
  - a) Importance of first impression in development of interpersonal relationship
  - b) Theory X and Y.

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

**Course Code: MTTM/MTM-2**

**Programme: MTTM/MTM**

**Total Marks: 100**

**Assignment Code: MTTM/MTM-2/TMA/2017**

---

**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 Human Resource Planning? Differentiate between Quantitative and Qualitative dimensions of Human Resource Planning. 20
2. Define Job Evaluation. What are the various techniques of Job evaluation? Explain any one technique with the help of suitable example. 20
3. Discuss the merits of computerization and application of effective Human Resource Information Systems. 20
4. What do you understand by job description? How is it linked to Task analysis and job Evaluation? 20
5. Why do we need monetary measures of Human Resource Value? Explain various models of valuation. 20
6. Explain the essential steps in the Auditing process. 20
7. What is an Integrated HRD system? Discuss the basic principles in designing an Integrated HRD System. 20
8. Write a detailed note on various forms of HRD Organisations. 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 any two of the following: 10x2=20
  - a) Manpower Forecasts
  - b) Emerging trends in HRD in relation to Tourism
  - c) Manpower Supply

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

**Course Code: MTTM/MTM-3  
Total Mark: 100**

**Programme: MTTM/MTM  
Assignment Code: MTTM/MTM-3/TMA/2017**

---

**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 are the various objectives of personnel management? Enumerate the various prerequisites for fulfilling these objectives. 20
2. Define the term 'Recruitment'. Explain the different methods of recruitment. 20
3. Explain the process of Induction in an organisation. What is the importance of proper induction of a new employee in the organisation? 20
4. Discuss the objectives of managerial development. What are the various techniques involved in development of managers? 20
5. Write a detailed note on Maslow's Need Hierarchy theory. 20
6. What do you understand by career planning? Discuss the advantages and limitations of career planning. 20
7. What is performance appraisal? Discuss the role of performance appraisal in the achievement of organisational goals with the help of suitable examples. 20
8. What is discipline? What are the various forms of implementing discipline? 20
9. Write short notes on: 2 X 10 = 20
  - a) Salary Progression.
  - b) Position of Women in Tourism.
10. What is a grievance? What are the reasons for occurrence of grievance? Explain the steps involved in grievance handling. 20

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

**Course Code: MTTM/MTM-4**

**Total Marks: 100**

**Assignment Code: MTTM/MTM-4/TMA/2017**

---

**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 in detail the legal dimensions of computerization. Substantiate your answer with suitable examples. **20**
2. Define Data. Explain the nature, properties and scope of Data. **20**
3. Write an essay on MIS. **20**
4. Discuss the importance of computerization and internet in Tourism and Hospitality industry. **20**
5. Write Short notes on any two of the following: **2 X 10=20**
  - i. Computer Virus
  - ii. Computer Software
  - iii. Modes of Information generation
6. Critically analyse the role of computers in modern Management System. **20**
7. What do you understand by Computer Network? How can we classify computer networks based on their structures? **20**
8. Define Systems Analysis. Explain the System Life Cycle. **20**
9. Define Hacking. What are the precautions that must be adopted to prevent Hacking? **20**
10. Write short notes on any two of the following: **2 X 10=20**
  - i. Social Impact of Computerisation
  - ii. Network Topologies
  - iii. LAN

**MTTM-5: ACCOUNTING AND FINANCE FOR MANAGERS IN TOURISM**  
**(Tutor Marked Assignment)**

**Course Code: MTTM/MTM-5**  
**Total Marks: 100**

**Programme: MTTM/MTM**  
**Assignment Code: MTTM/MTM-5/TMA/2017**

---

**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 are the activities of an accountant? Enumerate the functions of any three accounting personnel. 20
2. Discuss the various accounting concepts. 20
3. Describe the various contents of a balance sheet. Also show their classification in a balance sheet. 20
4. On what basis can we measure revenue and expenses? Explain with suitable examples. 20
5. Define working capital. Discuss the importance of cash and cash flow statement. 20
6. What do you understand by cost sheet? How can cost be classified? 20
7. Distinguish management accounting from financial accounting. 20
8. Enlist factors which affect cost-volume-profit analysis. 20
9. What is a budget? What role does it play in overall financial planning of any organization? 20
10. Explain is the motivation behind holding cash? Explain each of them briefly. 20

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

**Course Code: MTTM/MTM-6**

**Total Marks: 100**

**Assignment Code: MTTM/MTM-6/ MTM /2017**

**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 'Marketing Strategy'? What type of marketing strategy should be adopted to promote a tourism product? Explain with example. **20**
2. Explain the various elements of Marketing Mix. What is the role of "People" in tourism service marketing? **20**
3. Discuss the need and process of training and motivating the sales personnel. **20**
4. What do you understand by Market Research? Discuss in detail the scope, and applications of Marketing Research. **20**
5. Write short notes on the following : **(4 X 5 = 20)**
  - i. Cyber - Marketing
  - ii. Product Line
  - iii. Advertising
  - iv. Sales Forecasting
6. Illustrate with the help of suitable examples the role and importance of Personal Selling in the Tourism and Hospitality industry. **20**
7. Write a detailed note on alternative channels of distribution. **20**
8. Discuss Tourism Product Life Cycle with suitable examples **20**
9. What do you understand by Brand Name and Trade Mark? Discuss the advantages and disadvantages of branding with the help of suitable examples from tourism industry. **20**
10. Write short notes on any two of the following: **2 X 10 = 20**
  - i. Marketing segmentation
  - ii. Consumer Behaviour
  - iii. Pricing Policy

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

**Course Code: MTTM/MTM-7**

**Total Marks: 100**

**Assignment Code: MTTM/ MTM-7/ MTM /2017**

**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 different steps of sales strategy formulation. How has technology influenced tourism selling? 20
2. State the differences between advertising and personal selling. How can one effectively meet sales resistance? 20
3. Write short notes on: (10x2=20)
  - a) Non-Verbal Behavior
  - b) Principles of effective presentation
4. What can be done to motivate retailers to put in their best efforts in Sales Display? Substantiate your answer with suitable examples. 20
5. Describe a seven step selection system. Also discuss few sources of recruitment related to travel and tourism industry. 20
6. Why is the motivation of sales force a challenging task? What is the purpose of monitoring system? 20
7. Describe the media habits of Indian consumers and evaluate their marketing implications. Give suitable examples from travel and tourism industry. 20
8. Define the concept of promotional strategy. How is it different from Promotional Tactics? 20
9. “The agency-client relationship determines the success of any advertisement campaign”. Analyze the statement and in support of your answer give suitable examples. 20
10. Write short notes on: (10x2=20)
  - a) International Media Strategy.
  - b) Message Presentation.

## MTTM-8: MANAGING ENTREPRENEURSHIP AND SMALL BUSINESS

### IN TOURISM (Tutor Marked Assignment)

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

**Programme: MTTM/MTM**  
**Assignment Code: MTTM/MTM 8/TMA/2017**

---

**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 Small Scale Industries (SSI)? Discuss the characteristics of SSIs. 20
2. What is Market Assessment? Discuss the significance of market assessment for Small Scale Enterprises. 20
3. Why location decisions are important for a new enterprise? What are the general factors involved in determining the location of a business? 20
4. List the institutions which provide financial assistance to Small Scale Enterprises. Explain the various types of loans that can be availed from these institutions. 20
5. Write short notes on: 2 X 10 = 20
  - a) Break-Even Analysis
  - b) Asset Management
6. Define performance assessment. Describe the need for performance assessment and control for Small Scale Enterprises. 20
7. What do you understand by family business? Discuss the various issues and problems in family operated businesses. 20
8. Discuss in brief the various forms of business organisations. 20
9. Discuss the various factors which can influence the choice of technology while establishing a new business. 20
10. Explain the steps involved in the preparation of a business plan. Identify the common errors in business plan formulation. 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/2017**

---

**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 tourism. Explain the different types of tourism. 20
2. What are the primary constituents of the tourism industry? Discuss the role of government organisations in promotion of tourism at national and state level. 20
3. Discuss the major difference between the formal and informal sector in tourism. 20
4. Write short notes on: 10x2=20
  - a) Alternative Tourism
  - b) Manila Declaration
5. Discuss the role of rail transport in the promotion of domestic tourism in India. 20
6. What is the difference between a guide and an escort? Discuss the role of a guide and an escort during a tour. 20
7. Explain the socio- cultural and environmental impacts of tourism. 20
8. Define a tour operator. Discuss the steps involved in the planning and costing of a tour. 20
9. Define marketing. Discuss the importance of promotion in marketing. 20
10. Mention the relationship between infrastructure and tourism. What are the areas of weakness of infrastructure in India? 20

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

**Course Code: TS-2**

**Programme: MTTM/MTM**

**Total Marks: 100**

**Assignment Code: TS-2/TMA/2017**

---

**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 significance of profiling tourists? Discuss the methods adopted in this regard. 20
2. Discuss the relationship between Sociology, Anthropology and Tourism. 20
3. Which aspect would you cover in describing a historical monument to the tourists? Base your answer on Taj Mahal as a case study. 20
4. Examine the importance of dance and music in promoting tourism in India. 20
5. How can National Parks be best utilized as tourism attractions? Write a scheme. 20
6. What do you understand by the term 'Ethnic Tourism'? Discuss the positive and negative effects of development of the same. 20
7. Discuss important festivals of India. Also differentiate between fairs and festivals. Give suitable examples. 20
8. How does a state government plan and promote tourism? Explain with a case of Maharashtra. 20
9. What is the significance of highway services in tourism? Make suggestions to improve them keeping in view the examples from Haryana. 20
10. Write short notes on: (10x2=20)
  - a) Adventure sports in India.
  - b) PATA

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

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

**Programme: MTTM/MTM**  
**Assignment Code: TS-3/TMA/2017**

---

**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 management? What are the various issues which a manager needs to deal with while performing the managerial tasks? 20
2. Define organisational structure. Discuss the components of organisational structure. 20
3. Define the term 'Group'. Explain the various factors affecting inter-group relations and suggest the ways to manage the inter- group relations. 20
4. What do you understand by Human Resource Management? Explain with the help of suitable examples the significance of human resource management in tourism. 20
5. Explain how tourism product is different from other products? Discuss its characteristics. 20
6. What do you understand by planning? Discuss the steps involved in planning. 20
7. Differentiate between : (5X4 =20)
  - a) Travel Agent and Tour Operator
  - b) Fixed assets and Current assets
  - c) Ordinary shares and Preference shares
  - d) Current ratio and Liquid ratio
8. What do understand by management of tourist transport? Discuss the various issues related to transport management. 20
9. What is Airline Management? Discuss the importance of planning and organisation in Airline Management. 20
10. What do you understand by a Public Limited Company? What are its disadvantages? 20

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

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

**Programme: MTTM/MTM  
Assignment Code: TS-6/TMA/2017**

---

**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. Write a note on marketing organizations and the generic job positions in the marketing department. 20
2. Define market segmentation and describe the determinants of tourism market segmentation on the basis of tourist travel habits. 20
3. Explain the importance of pricing in marketing and describe the cost structure of airlines. 20
4. Write a note on alternative and supplementary accommodation. 20
5. Explain the constituents of the tourism industry and elaborate the need of joint promotion. 20
6. What is the purpose of conducting marketing research? Describe the sampling methods involved in collection. 20
7. Explain the role of Department of tourism, Government of India, in developing & marketing tourism destination. 20
8. Explain the various market structures & their features. 20
9. Illustrate and explain the 7e's of services marketing. 20
10. Describe the concepts related to socially responsible marketing. 20