

**MASTER OF TOURISM & TRAVEL
MANAGEMENT**

(CATEGORY 1 & 2)

(SEMESTER 1 & 2)

**MTTM/MTM (First Year)
Assignments Booklet
2018
(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.

| Semester & Courses (1st Year) | |
|---|--|
| Semester I MTTM 01 MTTM 02 MTTM 03 MTTM 04 | Semester II 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 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 2018 | For December Term End Examination 2018 |
|---|---|
| 30 th March 2018 | 30 th September 2018 |

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/2018

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 role of Research and Development Division in the organization. Which type of organizational environment is required for development of Creativity? 20
2. “Most problems with unions arise because of the assumption of the managers that unions have no constructive contribution to make but are interested only in playing a negative role.” Critically analyse the statement and substantiate your answer with suitable examples. 20
3. What do you understand by personal and organizational decisions? Also discuss different phases of decision making process. 20
4. How would you implement an MBO process as a manager and ensure that a MBO does not fail. 20
5. What is organizational culture and organizational climate? Describe the process through which traditions and customs are maintained in any organization. 20
6. Discuss different modes of conflict management. Elaborate your answer by giving suitable examples from Travel and Tourism industry. 20
7. Write short notes on the followings: 10x2=20
 - a) Formal and informal organizations.
 - b) Integration of organizational tasks and activities.
8. Discuss the importance of communication in the service industry. Substantiate your answer with suitable examples. 20
9. Write an essay on “Interdepartmental conflict warnings.” 20
10. Write short notes on the followings: 10x2=20
 - a) Types of Leadership Power
 - b) Determinants of Interpersonal Behavior.

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

Course Code: MTTM 2/MTM 2

Programme: MTTM/MTM

Total Marks: 100

Assignment Code: MTTM 2/MTM 2/TMA/2018

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 process of Human Resource Planning. What are the possible reasons for its increased importance in tourism industry?
2. Explain the process of estimating manpower demand. How effectively are we able to use these in the tourism industry? 20
3. Elaborate the different types of Manpower forecasts. 20
4. What do you understand by Human Resource Audit? How is it different from financial audit? 20
5. Define conflict. Discuss functional and dysfunctional consequences of conflicts for any service organisation. 20
6. Why is 'change' necessary? How does it affect organizational culture and functioning? Support your answer with suitable examples. 20
7. What is the significance of HRD mechanism? Justify its role in any service organisation.. 20
8. Discuss the role of human resource development in Tourism Industry? 20
9. Explain with the help of suitable examples how Human Resource Development priorities for a small organisation vary from that of a large organisation. 20
10. Differentiate between: (5x4=20)
 - a) Manpower Demand and Manpower requirement
 - b) Education and Training
 - c) Job Evaluation and Job Analysis
 - d) Selection and Recruitment

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

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

Programme: MTTM/MTM
Assignment Code: MTTM 3/MTM 3/TMA/2018

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 Personnel Management. Why it is necessary for Tourism Industry. 20
2. Explain Maslow's need hierarchy theory of motivation. 20
3. Why is on-the-job training necessary for tourism professionals? Discuss on-the-job training methods. 20
4. What is 'reward' and how it is different from 'promotion'? Give suitable examples of monetary and non-monetary rewards in tourism industry. 20
5. What do you understand by job analysis? Discuss the significance of job analysis. 20
6. What do you understand by Grievance Handling? Why is it important for growth of an organization? 20
7. Define Career Planning. Discuss career planning process in context of tourism industry. 20
8. What do you understand by selection process? Explain the various methods of selecting personnel. 20
9. Write short notes on: 10x 2 = 20
 - a) Job Enrichment.
 - b) Retrenchment.
10. Who can be a counselor? Explain the skills and techniques needed to be a counselor. 20

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

Course Code: MTTM 4/MTM-4

Programme: MTTM/MTM

Total Marks: 100

Assignment Code: MTTM 4/MTM 4/TMA/2018

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 different modes of information generation? **20**
2. Discuss the role of MIS at various Management Levels with suitable examples. **20**
3. What is meant by computer hardware? What are the parts of computer hardware? **20**
4. Discuss the role of Information Technology in the growth & development of Tourism Industry. **20**
5. Write Short notes on any two of the following: **10x2=20**
 - i. Properties of Data
 - ii. Hacking and Prevention
 - iii. System Life Cycle
6. Write a detailed note on the commonly used application softwares that are being commonly used in the tourism industry. **20**
7. What do you understand by the term LAN? How is it useful in a travel and tourism organization? **20**
8. What is meant by computer Virus? What are the characteristics of a Computer virus? **20**
9. Critically analyse the impact of computerisation on the society. **20**
10. Write short notes on any two of the following: **10x2=20**
 - i. Legal dimensions of Computerisation
 - ii. Information Economics
 - iii. Critical Success Factor

MTTM-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/MTM 5/TMA/2018

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 accounting. Why is accounting information useful for an organisation? 20
2. Describe the classification of costs. 20
3. Write short notes on the following: 5x4= 20
 - a) Use of balance sheets
 - b) Budgetary control
 - c) Working capital
 - d) Fund flows
4. Explain direct and indirect expenses with suitable examples. 20
5. Define Variance. How is variance reported and controlled? 20
6. What is capital structure? Discuss the features of an appropriate capital structure. 20
7. What is the importance of Employee performance appraisal? Explain various methods of Performance appraisals. 20
8. What are Assets? Explain in detail the Current Assets and Fixed Assets. 20
9. Define financial leverage and explain their merits and demerits. 20
10. What are the various forms of dividend payments? Explain the various factors affecting the dividend decisions. 20

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

Course Code: MTTM 6/MTM 6

Programme: MTTM/MTM

Total Marks: 100

Assignment Code: MTTM 6/MTM 6/ TMA /2018

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 characteristics of Services? Discuss the role and importance of 'People' in tourism industry. **20**
2. Define Market segmentation. Explain the basis of market segmentation in Tourism Industry. **20**
3. Define Wholesaler. What is the role of wholesaler in promoting tourism products? **20**
4. Discuss the factors influencing Consumer Behaviour in the service industry. **20**
5. Differentiate between the following (any two) : **10x2 = 20**
 - i. Brand Name and Trademark
 - ii. Product Line and Product Mix
 - iii. Publicity and Advertising
6. Explain the significance of demand forecasting while marketing a tourism product. **20**
7. Explain the relationship between product life cycle and pricing with the help of suitable examples from the Tourism Industry. **20**
8. What are the considerations involved in designing a Marketing Organisation? **20**
9. What is Cyber-marketing? Discuss the limitations of cyber-marketing in Tourism and Hospitality industry **20**
10. Write short notes on any two of the following: **10x2= 20**
 - i. Personal Selling in Tourism Industry
 - ii. Alternative channels of distribution
 - iii. Market Research in Tourism and Hospitality

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

Course Code: MTTM 7/MTM-7

Programme: MTTM/MTM

Total Marks: 100

Assignment Code: MTTM 7/ MTM-7/ TMA/2018

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 “Sales Objective” and describe unilateral and multilevel distribution system? 20
2. Define personal selling. What are different kinds of selling positions prevalent in Indian companies? Give suitable examples. 20
3. Write an essay on “AIDAS” theory of selling. 20
4. What are the various ways of reacting on other party’s comments during negotiation process? Substantiate your answer with suitable examples from travel and tourism industry. 20
5. Discuss different phases of display management process. Also explain the significance and purpose of sales displays. 20
6. Write short notes on: 10x2=20
 - a) Types of Compensation.
 - b) Sales Job Analysis.
7. Explain the need of territories in sales planning and management. What are the shapes of territory planning? 20
8. What is the criterion of selecting a consumer promotion technique/medium for a service? Give suitable examples. 20
9. What do you understand by sales force incentive promotions? How the performance of sales promotion is measured? 20
10. Write short notes on: 10x2=20
 - a) The Advertising Tasks
 - b) Media Selection Process.

MTTM-8: MANAGING ENTREPRENEURSHIP AND SMALL BUSINESS

IN TOURISM (Tutor Marked Assignment)

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

Programme: MTTM/MTM
Assignment Code: MTTM 8/MTM 8/TMA/2018

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 can entrepreneurial competencies be developed? Explain with the help of self rating sheet and competency profile sheet. 20
2. What is Market Orientation? Why should a tourism entrepreneur go for market assessment? 20
3. Discuss the importance of site selection and choice of technology in starting a small business in Tourism. 20
4. Which are the different financial institutions for financing small scale businesses in Tourism? Discuss various financial schemes available for women entrepreneurs in India. 20
5. Write short notes on: 10x2 = 20
 - a) Break-Even Analysis
 - b) Performance Index
6. What are the alternative fields for self employment in tourism? How can an entrepreneur identify the opportunity to establish a business in tourism? 20
7. What do you understand by a business plan? What are the common errors in business plan formulation? 20
8. How will you evaluate the performance of an organization? 20
9. Enumerate how a firm formulate and implement its growth strategies 20
10. Write short notes on: 10x2 = 20
 - a) SIDBI
 - b) Human Resource Management in SSEs.

**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/2018**

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 various types of tourist accommodations. Elaborate supplementary accommodations in India with suitable examples. 20
2. What are the various modes of tourism promotion? Discuss role of social media in tourism promotion. 20
3. What are different forms of tourism? Discuss the impact of tourism on culture and environment of a destination. 20
4. How does a tour operator package a tour? Prepare a 03D/02N itinerary of a packaged tour of your choice. 20
5. What do you understand by travel writing? Discuss the skills needed for writing in tourism. 20
6. What do you understand by rural tourism? Elaborate the socio-economic impact of tourism. 20
7. Write short notes on any two of the following: 10X2 =20
 - a) WTO
 - b) Multiplier Effect in Tourism
 - c) Role of Intangible Heritage in Tourism
 - d) Travel Motivators
8. What is the importance of tourism statistics? Explain the various statistical means used for assessing and comparing the data in tourism sector. 20
9. Write a detailed note on seasonality in tourism. 20
10. Define marketing. Discuss the 4 Ps of marketing. 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 importance of profiling tourist? How does it help in promoting a destination? 20
2. Write some common problems a tour operator might face while conducting a city tour. 20
3. How should dance and music be effectively marketed as a tourism product? Explain with the help of appropriate examples. 20
4. “Adventure and Sports tourism are up-coming in India.” Comment. 20
5. Discuss the relevance of arts and crafts in tourism. 20
6. What do you mean by the term “Itinerary”? Discuss any itinerary offered by Indian Railway as a package tour. 20
7. Discuss the characteristics of the European tourist market. 20
8. Scheduling of flights and managing operations is the most vital factor for the success of any Airline.” Analyze the statement. 20
9. Critically examine the “Heritage Hotel Scheme” developed by the Rajasthan Government.20
10. Write short notes on the followings: 10 x 2=20
 - a) Guest –Host Relationship
 - b) Cuisine and theme dinners

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

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

**Programme: MTTM/MTM
Assignment Code: TS-3/TMA/2018**

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.

11. Define tourism management. What are the various issues which a manager needs to deal with while performing the managerial tasks? 20
 12. Describe organizing. Elucidate departmentalization and span of control in context of organizing. 20
 13. What do you understand by entrepreneurship? Discuss the entrepreneurial process in detail. 20
 14. Define conflict. Discuss the ways to deal with conflict within an organization. 20
 15. What do you understand by decision making? Discuss the steps involved in decision making. 20
 16. What is a Balance Sheet? How is a Balance Sheet prepared and analysed? 20
 17. Write short note on any four of the following : 5X4 =20
 - e) Sole Proprietorship
 - f) Control Techniques
 - g) Public Relations in Tourism
 - d) Break Even Point
 - e) Profitability Analysis
 - f) Food Service Marketing
 18. Discuss various issues related to tourist transport management. Give suitable examples. 20
 19. What do you understand by “Ego States”? Explain the role of interpersonal behavior in an organization. 20
- What do you understand by financial management? Write a detailed note on financial sources. 20

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

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

**Programme: MTTM/MTM
Assignment Code: TS-6/TMA/2018**

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 marketing. How did it evolve as a concept? Discuss some of its salient features. 20
2. Discuss the marketing linkages between the various components of the tourism industry. 20
3. Define Tourism Product. Outline the steps in designing and developing a tourism product of your choice. 20
4. Discuss the importance of market research in tourism. Discuss its various steps. 20
5. To what extent can technology be used in tourism marketing? Elaborate citing appropriate examples. 20
6. What do you understand by competitive analysis? Explain the strategic options. 20
7. How would you market local foods? What role food festivals play in it? 20
8. What is the relevance of brochure? What points would you consider while designing an effective marketing brochure? 20
9. What role can NGOs play in tourism marketing? 20
10. Write notes on the following in about 250 words each: (10x2= 20)
 - a) Emerging trends in tourist market in India
 - b) Destination planning