

**MASTER OF TOURISM & TRAVEL
MANAGEMENT**

(CATEGORY 1 & 2) (SEMESTER 1 & 2)

**MTTM/MTM (Second Year)
Assignments Booklet
2020
(January & July Academic Cycles)**

**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 01 | MTTM 05 |
| MTTM 02 | MTTM 06 |
| MTTM 03 | MTTM 07 |
| MTTM 04 | 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 2020 | For December Term End Examination 2020 |
|---|---|
| 30 th March 2020 | 30 th September 2020 |

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/2020

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 managerial obsolescence? Explain the responsibilities of a professional manager. 20
2. What is the concept of system? Explain major functions of management. 20
3. Describe the managerial skills at various levels of the organization. 20
4. Differentiate between strategy and policy. 20
5. Define rationality. Explain Bounded Rationality model of decision making. 20
6. What is MBO? Describe the process of MBO and its benefits and limitations. 20
7. How is the culture differing from climate? Discuss the determinants of organizational culture. 20
8. Describe the concept of change and explain the process of change. 20
9. What do you understand by leadership? Explain various theories of Leadership. 20
10. Differentiate between formal and informal groups. Explain the characteristics of effective work group. 20

MTTM/MTM-2
HUMAN RESOURCE PLANNING AND DEVELOPMENT IN TOURISM
(Tutor Marked Assignment)

Course Code: MTTM 2/MTM 2
Total Marks: 100

Programme: MTTM/MTM
Assignment Code: MTTM 2/MTM 2/TMA/2020

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 (HRP)? Explain the 'social demand' and 'manpower requirement' approaches of Human Resource Planning. 20
2. Discuss the qualitative and quantitative dimensions of Human Resource Planning and their role in development of human resources in the tourism industry. 20
3. Distinguish between Micro and Macro forecasting concepts and the difference in their database requirements. 20
4. What are the trigger points for initiating job evaluation in an organisation? Explain the basic assumptions in the job evaluation process. 20
5. Define job analysis. Explain the various methods available for gathering job information. 20
6. What do you understand by job classification? Explain the point rating method of job evaluation. 20
7. Give an overview of computer Applications in Human Resource Management. Also explain the importance of Human Resource Information System (HRIS) in tourism sector. 20
8. What is Human Resource Value? Explain the monetary and non-monetary measurements of determining Human Resource value. 20
9. Write an essay on task analysis. 20
10. What are the main tasks of a Human Resource Development department? Explain the various forms of HRD Organisations. 20

MTTM-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/2020

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. Explain its functions. 20
2. What do you understand by Recruitment? Discuss the methods of recruitment. 20
3. Define training and development. Explain the methods of determining training needs. 20
4. What do you understand by motivation? Discuss the relationship between motivation and morale. 20
5. What is career? Explain the process of career planning and development. 20
6. Why performance appraisal is needed? Explain the problems of validity and reliability in the process of performance appraisal. 20
7. Differentiate between transfer and promotion. Explain the characteristics of good promotion policy. 20
8. What is retrenchment? How it is different from Lay-off. 20
9. What is grievance? Describe the feature of grievance procedure and the steps in grievance handling. 20
10. What do you understand by social security? Discuss the benefits employee is entitled to under the scheme of social security. 20

**MTTM- 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/2020**

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 value and importance of information in tourism? Explain the types, properties and barriers to information. 20
2. Explain the structure and types of information system. 20
3. Explain evolution and classification of computers. Differentiate between computer hardware and software. 20
4. What is a personal computer? Explain applications software of personal computers and characteristics of local area networks. 20
5. Write Short notes on any two of the following: 2 X 10=20
 - i) Role of computers in management
 - ii) Modes and forms of information generation
 - iii) Network topologies and network structures.
6. Define MIS. Explain the framework for understanding MIS? 20
7. What do you understand by information needs and its economics? Explain the management of information resources and its control systems. 20
8. Describe the various computer management functions and decision makings. 20
9. What is perverse software? Explain the characteristics of computer viruses and its protection and treatment. 20
10. Write short notes on the following: 2 X 10=20
 - i) System analysis and system life cycle
 - ii) Information technologies and tourism

MTTM-5: ACCOUNTING AND FINANCE FOR MANAGERS IN TOURISM

(Tutor Marked Assignment)

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

Programme: MTTM/MTM
Assignment Code: MTTM 5/MTM 5/TMA/2020

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 accounting? Discuss the scope and functions of accounting. 20
2. Explain various Accounting concepts. 20
3. What are the contents of a standard Balance sheet? With the help of a suitable example, explain how a balance sheet is constructed. 20
4. What is Inventory? Explain the methods of inventory valuation. 20
5. What are the components of total cost? Discuss the categories in which cost can be classified. 20
6. Differentiate between absorption costing and marginal costing. Elaborate the utility and limitations of marginal costing. 20
7. What do you understand by financial management? Explain three main decisions related to finance functions which a firm must take. 20
8. List the fundamental accounting ratios. How do they respond to the needs of control by management? 20
9. Differentiate between the concepts of Gross Working Capital and Net Working Capital. Which one do you think would be more crucial in tourism operations and why? 20
10. What are the features of an appropriate capital structure? Explain the determinants of capital structure. 20

**MTTM-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 /2020**

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? Explain marketing mix and marketing strategy. 20
2. Write a detailed note on marketing in a developing economy. Support your answer with a suitable example. 20
3. Differentiate between market segmentation and product differentiation with the help of suitable examples. 20
4. What is marketing organization? Explain the changing role of marketing organization and methods of designing the marketing organization. 20
5. Write short notes on (any two) : 2X 10 = 20
 - i. Characteristics of services
 - ii. Elements of marketing mix in service marketing
 - iii. Relationship between marketing mix and marketing strategy.
6. What is marketing research? Explain the purpose, scope and application of marketing research. 20
7. What is a product? Explain types, marketing strategy, product line decision and diversification of product. 20
8. Explain product life cycle and new product development in detail with suitable example. 20
9. Explain the Stages in Buyer decision making process. Discuss the factors influencing consumer behavior with suitable examples. 20
10. Write short notes on any two of the following: 2 X 10 = 20
 - i. Branding in tourism
 - ii. Packaging in tourism
 - iii. Marketing Communication in tourism

**MTTM-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/2020

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 sales management? How the strategy of sales is formulated? | 20 |
| 2. Describe selling situations. | 20 |
| 3. Explain various theories of selling. | 20 |
| 4. What is Sales Negotiation? Explain the negotiation continuum and its steps. | 20 |
| 5. Prepare job description for any two:- | 10x2=20 |
| a. Sales Planning | |
| b. Making effective sales contact | |
| c. Motivation and training of distributors | |
| 6. What do you understand by sales organization? Explain Basic types of organizational structure. | 20 |
| 7. Discuss the functioning of marketing communication. Also explain marketing communication process. | 20 |
| 8. Define service Product. Explain the criteria for selecting a consumer promotion for a service. | 20 |
| 9. Discuss the planning framework for a good promotion strategy. | 20 |
| 10. Explain the process of Media Planning. | 20 |

**MTTM-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/2020

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 Entrepreneurship. Discuss the role of Entrepreneurship in Small Scale Enterprises (SSEs) and in the economic development of a country. 20
2. What do you mean by entrepreneurial competencies? Explain the steps for developing entrepreneurial competencies? 20
3. What is the concept of Institutional Interface? Discuss the various rules, regulations and procedures relevant for Small Scale industries. 20
4. What do you understand by SWOT analysis? Explain the process of identification of an opportunity with suitable examples. 20
5. Define market demand. Discuss the elements which must be understood in order to determine market demand. 20
6. Give some examples of financial institutions for small enterprises. Explain the role and schemes of Small Industries Development Bank of India. 20
7. What is Break – Even Analysis? Explain the utility of break- even analysis for judging the profitability of small enterprises, with the help of suitable example. 20
8. Define family business. Discuss the family management practices in India. 20
9. What is total Performance Index? Describe any five financial ratios for Asset measure of performance. 20
10. What are the stages of growth for a small enterprise? Explain various stabilization Strategies. 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/2020**

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 the concept of tourism. Elaborate the various tourism products and services involved in tourism industry. 20
2. Explain different sources of data for the history of tourism and their relevance to the tourism industry. 20
3. Discuss the primary and secondary constituents of tourism industry. 20
4. Write a detailed note on role of transport in tourism. 20
5. What do you understand by travel agency? Explain its operations in detail. 20
6. What are various “environmental concerns” in relation to India’s biodiversity and geography? 20
7. Write short notes on the following: 5X4=20
 - i. Alternative Tourism
 - ii. Street Guide
 - iii. Silk Route
 - iv. Grand Tour
8. Who is a Guide? What are the leadership qualities that a guide should possess? 20
9. Define infrastructure. Explain the role of Public and Private sector in the area of infrastructure. 20
10. What do you understand by threats and obstacles to tourism? Explain with the help of examples. 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/2020**

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 do you profile domestic tourists? Elaborate. 20
2. Write an essay on guest host interactions. 20
3. Write short notes on the followings: 10x2=20
 - i. Importance of the variety in a city tour
 - ii. Alternative modes of transport
4. Mention the skills required for a museum guide. 20
5. Discuss the importance of business cities for tourism. Give suitable examples. 20
6. Describe the Do's and Don'ts for a Wild life tour. 20
7. What is the importance of arts and crafts in Tourism? Give examples. 20
8. Describe the "Palace on Wheels" as a tourism product. 20
9. Write detailed notes on the functioning of Air India. 20
10. Write short notes on the followings: 10x2=20
 - i) PATA Travel Management
 - ii) PATA Marketing Conferences

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

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

**Programme: MTTM/MTM
Assignment Code: TS-3/TMA/2020**

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 Managerial Roles? What are the responsibilities of a Manager? 20
2. Who is an entrepreneur? Discuss the qualities required to be an entrepreneur. 20
3. Discuss the importance of human resource development in tourism services. 20
4. What do you understand by decision making? List the steps in decision making. 20
5. Write short notes on: 5x4= 20
 - i. Delegation of Authority
 - ii. Management Information System
 - iii. Planning Skills
 - iv. Organisation Culture
6. Discuss the importance of Human Resource Management in Tourism. 20
7. What do you understand by financial management? What steps would you take for managing cash? 20
8. Discuss the importance of product knowledge in packaging tours. 20
9. Discuss the various forms of challenges faced by the PR department. 20
10. Explain the importance of control system in food services. 20

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

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

**Programme: MTTM/MTM
Assignment Code: TS-6/TMA/2020**

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 the terms 'marketing' and 'marketing organisations'. Discuss various possible job positions and job descriptions in a full scale marketing department. 20
2. What are the major variables for segmenting tourism markets? Explain any three variables citing appropriate examples. 20
3. What do you understand by Competitive analysis? Explain various strategic options of analyzing competition in the travel trade. 20
4. Write short notes on the following in about 150 words each: 5x4=20
 - a) Purpose of Market Research
 - b) Market Surveys
 - c) Application of Forecasting in tourism
 - d) Role of technology in tourism marketing
5. Why should the local bodies have a say in tourism development? What role can the local bodies play in tourism marketing? 20
6. Write notes on the following in about 300 words each: 10x2=20
 - a) NGO's intervention in tourism
 - b) Role of Travel Marts in tourism promotion
7. Discuss the relevance and application of the Fifth P in Tourism Marketing. 20
8. Discuss how regions, cities and leisure spots can be marketed as tourism products. 20
9. How should India market its local food to the tourists? 20
10. What are the characteristics of Accommodation Marketing? List challenges that Star category hotels may face in marketing and suggest steps to overcome them. 20