

MASTER OF ARTS (TOURISM MANAGEMENT)

(CATEGORY 1 & 2)

(SEMESTERS 1 & 2)

**MTM (First Year)
Assignments Booklet
2015
(January and July 2015 Sessions)**

MTM - 1 TO 8

TS-1, 2, 3 and 6



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

MTM ASSIGNMENTS

Dear Student,

You will have to do **One** assignment in each of the courses, i.e., MTM-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 MTM 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,
(MTM)**

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
MTM 01	MTM 05
MTM 02	MTM 06
MTM 03	MTM 07
MTM 04	MTM 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

Date of Submission of Assignments

1st Year Registration / Session	Semester	Last Date of Submission
January 2015	Semester I	31 st March 2015
	Semester II	30 th September 2015
July 2015	Semester I	30 th September 2015
	Semester II	31 st March 2016

MTM is a semester wise programme. Students enrolled in January 2015 session are eligible to sit for the 1st semester courses (only) in the June 2015 Term End Exam while students enrolled in July 2015 session can give their 1st semester courses' exam in December 2015 TEE.

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. For example, if you plan to sit for only MTM 1 and MTM 2 in the June 2015 TEE, submit assignments only for MTM 1 and 2 to your concerned Study Centre before 31st March 2015.

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

Course Code: MTM-1
Total Mark: 100

Programme: MTM
Assignment Code: MTM-1/TMA/2015

Note: This TMA consists of two parts.

Part I consists of **two questions** out of which you have to **attempt any one**. The question carries **25 marks** and should be answered in about **700 words**.

Part II consists of **10 questions**. **Attempt any five** in about **500 words** each. Each question carries **15 marks**.

Send your TMAs to the Coordinator of your Study Centre.

PART – I

1. Explain the responsibilities of a manager towards customers and society. 25

OR

2. Write an essay on managerial skills. 25

PART-II

1. Define the system concept. How does Management Information System (MTS) fit in it? 15
 2. What are the different phases of decision making process? Also state the different types of managerial decisions. 15
 3. What do you understand by managerial values and ethos? Explain with examples. 15
 4. Discuss functional and dysfunctional consequences of conflict for any organization. 15
 5. Mention the importance of organization structure. Also design it for a tourism organization of your choice. 15
 6. Discuss the barriers to effective communication. 15
 7. What do you understand by planning framework? At what level planning is done in tourism. 15
 8. Define interpersonal relations. Why are they important for smooth operation in a tourism organization? Substantiate your answer with suitable examples. 15
 9. Write an essay on approaches to coordination.
 10. Write short notes on the followings.
 - a) Various types of powers
 - b) Theory X and Y
 - c) Trait Theory
- (5x3=15)

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

Course Code: MTM-2
Total Marks: 100

Programme: MTM
Assignment Code: MTM2/TMA/2015

Note: This TMA consists of two parts.

Part I consists of two questions out of which you have to **attempt any one**. The question carries 25 marks and should be answered in about 700 words.

Part II consists of ten questions. **Attempt any five** in about 500 words each. Each question carries 15 marks. Send your TMA to the Coordinator of your Study Centre.

PART – I

1. Enumerate the need for Human Resource Development (HRD) in the service sector. Also, describe the various forms of HRD organizations. 25

OR

2. Describe the various factors for determining the quantitative and qualitative dimensions of Human Resource Planning. 25

PART-II

1. Define Job Evaluation. Discuss the various methods of Job Evaluation along with their merits and demerits. 15
2. Write short notes in about 250 words each:
 - a. Task Analysis
 - b. Labour Market Behaviour
 - c. Human Resource Valuation
3. Define the term Human Resource Audit. Explain the essential steps in the Audition Process. 15
4. Describe the needs and types of Manpower Forecasts. What is the difference between macro and micro Manpower Forecasting? 15
5. What are the various areas of Computer Application in Human Resource Management? 15
6. Define the term Conflict. Explain any two models of Conflict Management? 15
7. Describe the various leadership styles. Differentiate between a successful and an effective Leader. 15
8. Define the meaning of manpower demands. How is it different from manpower need and requirement? 15
9. Enumerate the necessary needs for planning of Human Resources for the tourism industry with suitable examples. 15
10. Write an essay on Human Resource Accounting in the Service Industry. 15

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

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

**Programme: MTM
Assignment Code: MTM-3/TMA/2015**

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

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

**Programme: MTM
Assignment Code: MTM/TMA/2015**

Note: This TMA consists of two parts.

Part I consists of **two questions** out of which you have to **attempt any one**. The question carries **25 marks** and should be answered in about **700 words**.

Part II consists of **10 questions**. **Attempt any five** in about **500 words** each. Each question carries **15 marks**.

Send your TMAs to the Coordinator of your Study Centre.

PART-I

1. Define Recruitment and Selection and bring out the major point of differences between them. 25

OR

2. What do you understand by Maslow's Need Hierarchy Theory? Enumerate any three motives and their indicators. 25

PART-II

1. What is 'Performance Appraisal'? How can Performance Appraisal be made more effective? 15
2. What do you understand by 'Rewards'? How is it different from Promotion? 15
3. Write short notes in about 250 words each: (5x3=15)
 - a. Position of Women in tourism
 - b. Grievance Handling
 - c. Job Enrichment
4. Identify the objectives of personnel management. What are the various function and operation of personnel management? 15
5. What is Management development? Write the methods of management development. 15
6. Discuss the need of Career Planning. Highlight its advantages and limitations. 15
7. Discuss the components of Salary Administration and Pay Structure? 15
8. Define Counseling. What are the skills required to be a good and effective Counselor? 15
9. What is the meaning and scope of interviews? Enlist the various types of interviews applicable in tourism industry. 15
10. What are the objectives of labour welfare? Mention the statutory welfare provisions. 15

**MTM- 4: INFORMATION MANAGEMENT SYSTEMS AND TOURISM
(Tutor Marked Assignment)**

Course Code: MTM-4
Total Marks: 100

Programme: MTM
Assignment Code: MTM-4/TMA/2015

Note: This TMA consists of two parts.

Part I consists of two questions out of which you have to **attempt any one**. The question carries 25 marks and should be answered in about 700 words.

Part II consists of ten questions. **Attempt any five** in about 500 words each. Each question carries 15 marks.

Send your TMA to the Coordinator of your Study Centre.

PART-I

1. Enumerate the needs, characteristics, forms and modes of information generation in the tourism industry. 25

OR

2. Discuss the importance of MIS at various management levels. What are the characteristics you would identify with an ideal MIS? 25

PART-II

1. What do you understand by the term LAN? Discuss its characteristics and topologies with the help of diagrams. 15
2. Explain the nature, properties and scope of Data. 15
3. Write a note on the application of Information technology in the tourism industry. 15
4. Write short notes in about 250 words each: (5x3=15)
 - a. Input/Output Devices
 - b. Computer aided Personnel Decision Making
 - c. Perverse Software
5. What are the characteristics of computer viruses and symptoms of their infection? Discuss the major steps in the Protection and Treatment of computer systems from virus attack. 15
6. Discuss the role of media as an information tool for the tourism industry. 15
7. What is the importance of CBIS in tourism sector? Describe the various activities in the development of CBIS. 15
8. What do you understand by the term "System Analysis"? Explain the System Life Cycle. 15
9. Discuss the term Information Resource Assessment. 15
10. Critically analyze the impact of computerization on job opportunities and on society. 15

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

Course Code: MTM-5
Total Marks: 100

Programme: MTM
Assignment Code: MTM-5/TMA/2015

Note: This TMA consists of two parts.

Part I consists of two questions out of which you have to **attempt any one**. The question carries 25 marks and should be answered in about 700 words.

Part II consists of ten questions. **Attempt any five** in about 500 words each. Each question carries 15 marks unless otherwise mentioned.

Send your TMA to the Coordinator of your Study Centre.

PART-I

1. Enumerate the various accounting concepts. List the scope of Accounting Function in an organization 25

OR

2. What do you understand by the term “Budget”? Discuss the role of budgeting in the financial planning of a tourism organization. 25

PART-II

1. Write short notes in about 250 words each: (5x5x5=15)
 - a. Uses of Balance Sheet
 - b. Profit and Loss Account
 - c. Working Capital
2. Define the concept of Cost Segregation. Enumerate the various methods to segregate costs. 15
3. Discuss the concept of CVP Analysis. Describe the difference between CVP Analysis and Breakeven Analysis. 15
4. “An investment proposal needs thorough appraisal” Justify the above statement. 15
5. Discuss the various effects of Financial Leverage. How does one measure Financial Leverage? 15
6. Discuss the various features and determinants of an appropriate capital structure. 15
7. Explain the concept of Gross working capital and Net working capital and their relevance in tourism operations. 15
8. Describe how the costing techniques are useful in the process of managerial decision making. 15
9. Define the term “Depreciation”. How do we calculate depreciation? 15
10. Explain the concept of Pay Back Period. What are the limitations of Pay Back Period? 15

MTM-6: MARKETING FOR TOURISM MANAGERS

(TUTOR MARKED ASSIGNMENT)

Course Code: MTM-6

Total Marks: 100

Assignment Code: MTM-6/TMA/2015

Note: This TMA consists of two parts.

Part I consists of two questions out of which you have to **attempt any one**. The question carries 25 marks and should be answered in about 700 words.

Part II consists of ten questions. **Attempt any five** in about 500 words each. Each question carries 15 marks. Send your TMA to the Coordinator of your Study Centre.

PART – I

- 1) What do you understand by the term “Marketing Mix”? Discuss the role and importance of Marketing Mix in Tourism Industry. 25

OR

- 2) What do you understand by Marketing Research? Explain with the help of suitable examples the need, scope and application of Marketing Research in Tourism Industry. 25

PART – II

- 1) Discuss the concept of marketing strategy. Explain with the help of suitable examples the marketing strategy to be adopted to promote a tourism product. 15
- 2) Define “Packaging”. What are the advantages and disadvantages of Packaging? Explain with the help of examples from tourism industry. 15
- 3) What do you understand by Marketing of service? What factors affect marketing of tourism services? 15
- 4) What is the relationship between product life cycle and pricing? Explain your answer with suitable examples from Tourism Industry. 15
- 5) Write short notes on any three: (5x3 = 15)
i) Branding ii) Cyber Marketing
iii) Sales Forecasting iv) Social Marketing
- 6) Discuss the impact of government control on product design and promotional decisions. 15
- 7) Define products. Explain with the help of examples how product diversification differs from types of products. 15
- 8) What do you understand by Market Segmentation? Explain with suitable examples the need of market segmentation in Tourism Industry. 15
- 9) Illustrate with examples the need of Personal Selling in the marketing of products. Also mention the industries that primarily rely on personal selling and why. 15
- 10) Differentiate between: (5x3 = 15)
i) Trade mark and Branding
ii) Wholesaler and Retailer
iii) Sales and Promotion

MTM-7
(MANAGING SALES AND PROMOTION IN TOURISM)
(Tutor Marked Assignment)

Course Code: MTM-7
Total Mark: 100

Programme: MTM
Assignment Code: MTM-7/TMA/2015

Note: This TMA consists of two parts.

Part I consists of **two questions** out of which you have to **attempt any one**. The question carries **25 marks** and should be answered in about **700 words**.

Part II consists of **10 questions**. **Attempt any five** in about **500 words** each. Each question carries **15 marks**.

Send your TMAs to the Coordinator of your Study Centre.

PART-I

1. Prepare a sales strategy for a tourism firm of your choice. 25

OR

2. Explain the term 'media' and discuss the media selection process for any segment of tourism industry. 25

PART-II

1. What is personal selling? What is its significance in selling services and how is it different from advertising? 15
2. Write an essay on "Theories of Selling". 15
3. Elaborate the skills of communication required by a salesperson and also comment how each of these help in making sales more effective 15
4. Discuss the objectives of sales displays. What are the various types of display? 15
5. Explain the motivational techniques used for sales force. Substantiate your answer with suitable examples from travel and tourism industry. 15
6. What is the purpose of a sales organization? Also discuss the role of the sales executive. 15
7. What are the various elements of promotion mix? 15
8. State important objectives of sales promotion. Plan a promotional strategy for a destination of your choice. 15
9. Establish the relation between advertise expenditures and sales promotion of products and put a precise note on the role and importance of advertising agency. 15
10. Write short notes on the followings (7.5 x2=15)
 - a) Message presentation
 - b) Messages and creativity

**MTM-8: MANAGING ENTREPRENEURSHIP AND SMALL BUSINESS
IN TOURISM
(Tutor Marked Assignment)**

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

**Programme: MTM
Assignment Code: MTM/TMA/2015**

Note: This TMA consists of two parts.

Part I consists of **two questions** out of which you have to **attempt any one**. The question carries **25 marks** and should be answered in about **700 words**.

Part II consists of **8 questions**. **Attempt any five** in about **500 words** each. Each question carries **15 marks**.

Send your TMAs to the Coordinator of your Study Centre.

PART – I

1. Define Small Scale Enterprises (SSE). Discuss the role of Entrepreneurship in Economic Development. 25

OR

2. Explain the role of Central, State Government and other autonomous bodies in assisting the implementation of SSE. 25

PART – II

1. What do you understand by market orientation? Why should an entrepreneur go for market assessment? 15
2. Define quality control. How can quality be controlled in small firms? 15
3. What do understand by SWOT analysis? Explain giving suitable examples. 15
4. Why should an entrepreneur give attention to HRD? What are the problems faced by an entrepreneur in relation to HRD? 15
5. Discuss the advantages of Proprietorship. 15
6. Define family business. Discuss the issues and problems in family business. 15
7. Write a brief note on Asset Management. 15
8. What do you understand by Break Even Analysis? 15
9. Write a note on stabilization and growth strategies. 15
10. Enumerate the significance of Financial Institutions in the Tourism. What are the various financial Institutions which help finance tourism related activities and projects? 15

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: MTM
Assignment Code: TS-1/TMA/2015**

Note: This TMA consists of two parts.

Part I consists of **two questions** out of which you have to **attempt any one**. The question carries **25 marks** and should be answered in about **700 words**.

Part II consists of **8 questions**. **Attempt any five** in about **500 words** each. Each question carries **15 marks**.

Send your TMA to the Coordinator of your Study Centre.

Part - I

1. Define Tourism. Discuss the forms and types of tourism. 25

OR

2. Discuss the various purposes why people engage in tourism activities. 25

Part – II

1. Explain the objective behind studying the history of tourism? 15
2. Write short notes on the following: (5X3=15)
- a) Silk Route
 - b) Alternative Tourism
 - c) Grand Tour
3. Discuss the Primary / Major constituents of tourism industry. 15
4. Enumerate the purpose of legislation covering the hospitality sector? 15
5. Explain the various types of tourist accommodation Units. 15
6. Write a detailed note on Dilli Haat. 15
7. Discuss the link-between seasonality and employment potential at a destination 15
8. Define infrastructure. Mention the relationship between infrastructure and tourism development 15

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

Course Code: TS-2
Total Marks: 100

Programme: MTM
Assignment Code: TS-2/TMA/2015

Note: This TMA consists of two parts.

Part I consists of **two questions** out of which you have to **attempt any one**. The question carries **25 marks** and should be answered in about **700 words**.

Part II consists of **8 questions**. **Attempt any five** in about **500 words** each. Each question carries **15 marks**.

Send your TMA to the Coordinator of your Study Centre.

PART – I

1. Describe various factors that are analyzed to study demographic profiles and their importance in tourism planning. 25

OR

2. Highlight the steps that have been suggested for the conservation of Ajanta, Ellora and Elephanta. 25

PART – II

1. What are the methods of profiling tourists? How does it help in promoting a destination? 15
2. Highlight common problems a tour operator might face while conducting a city tour. 15
3. Examine the importance of dance and music in promoting tourism in India. 15
4. How are Resorts different from Hotels? Discuss the features of a beach resort? 15
5. What do you understand by the term 'Ethnic Tourism'? Discuss the positive and negative effects of development of the same. 15
6. Evaluate the success of "Palace on wheels". Also express your views for further modification. 15
7. Discuss the characteristics of the European tourist market. 15
8. Write short notes on any two of the following in about 250 words each.
- a) Highway Tourism
 - b) Heritage Hotels
 - c) Museums as tourist attractions (7.5 x2=15)

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

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

**Programme: MTM
Assignment Code: TS-3/TMA/2015**

Note: This TMA consists of two parts.

Part I consists of **two questions** out of which you have to **attempt any one**. The question carries **25 marks** and should be answered in about **700 words**.

Part II consists of **8 questions**. **Attempt any five** in about **500 words** each. Each question carries **15 marks**.

Send your TMA to the Coordinator of your Study Centre.

PART – I

1. What do you understand by Information Management? Discuss the significance of Information Technology in the Tourism Industry. 25

OR

2. What is the importance of Public Relation in Marketing? Also discuss the obstacles faced by PR in terms of tourism in India. 25

PART-II

1. What do you understand by Organisation Structure? Discuss the classical approach of structuring organizations. 15
2. What do you understand by Sole Proprietorship? Discuss its advantages. 15
3. Define the term Human Resource Management and discuss its valued importance for the tourism industry. 15
4. Define Balance Sheet and identify its purposes. 15
5. Write short notes in about 250 words each on the following (5x3 = 15)
- a) Division of work & Departmentalisation
 - b) Span of control & Delegation of authority
 - c) Types of control
6. Discuss the characteristics of the hotel business. 15
7. What is the importance of scheduling in airlines operation? List some important challenges before the airlines. 15
8. How would you define a business traveller? For a tourism destination, what are the advantages of targeting business travellers? 15

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

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

**Programme: MTM
Assignment Code: TS-6/TMA/2015**

Note: This TMA consists of two parts.

Part I consists of **two questions** out of which you have to **attempt any one**. The question carries **25 marks** and should be answered in about **700 words**.

Part II consists of **8 questions**. **Attempt any five** in about **500 words**. Each question carries **15 marks**.

Send your TMA to the Coordinator of your Study Centre.

PART-I

1. Explain the concept and need of market segmentation in tourism marketing? Discuss how tourism markets are segmented. 25

OR

2. Discuss the role played by NGO's at various tourist destinations. 25

PART-II

1. Explain the terms Monopolistic and Oligopolistic Competition. 15
2. Discuss the importance of technology in tourism trade. 15
3. "Cuisine has a prominent role in tourism promotion". Justify the statement. 15
4. Discuss the various fundamentals of tourism marketing mix. 15
5. What are FAM Tours? Discuss the importance of FAM tours in tourism industry. 15
6. Describe the role of commissions in tourism marketing. 15
7. Enumerate the impact of "Costs" and "Demand" while developing pricing strategies for a tourism product. 15
8. Discuss the various features of Airlines Marketing. What are the various benefits of having an appropriate Marketing Plan for Airlines Business? 15