

TOURISM STUDIES (BHM/BA-IHA)

Term-End Examination

November, 2013

TS-3 (S) : MANAGEMENT IN TOURISM

Time : 3 hours

Maximum Marks : 100

Note : Attempt **any five** questions in about **600** words each.
All questions carry equal marks.

1. What do you understand by management functions ? Discuss the roles and responsibilities of a manager. **20**
2. Discuss the components and classification of organisation structure. Explain with the help of suitable examples from the hospitality industry. **20**
3. What do you understand by "Ego states" ? What is the role of interpersonal behaviour in an organisation ? **20**
4. Discuss the process of group formation. What role does intra-group and inter-group dynamics play in an organisation ? **20**
5. Write short notes on **any two** of the following :
 - (a) Entrepreneurial Qualities. **10x2=20**
 - (b) Steps in Decision Making.
 - (c) Company form of Business.

6. What is a Balance Sheet ? How is a Balance Sheet prepared and analysed ? 20
7. How do you prepare and do the costing of a tour package ? Explain with the help of a suitable example. 20
8. Discuss the role of Public Relations in the marketing and promotion of tourism and hospitality business. 20
9. Write a detailed note on the food service industry from the management perspective. 20
10. Write short notes on **any two** of the following :
 - (a) Span of Control. 10x2=20
 - (b) Convention Business.
 - (c) Management of Transport Business.

