

**MASTER OF ARTS
(TOURISM MANAGEMENT) (MTM) / MASTER
OF TOURISM AND TRAVEL MANAGEMENT
(MTTM)**

Term-End Examination

February, 2021

**MTM-001/MTTM-001 : MANAGEMENT
FUNCTIONS AND BEHAVIOUR IN TOURISM**

Time : 3 hours

Maximum Marks : 100

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

1. What do you understand by “Building Human Organisation” ? Why do we need to work towards retaining talent in the organisation ? 20
2. What is Planning ? Describe its features and process. 20
3. Who is responsible for institution building and how is it achieved ? Substantiate your answer by giving suitable examples. 20
4. Discuss the Principles of “Management by Objectives”. Enlist its various benefits and limitations. 20

5. Write short notes on : *2×10=20*
- (a) Managerial Ethos
 - (b) Determinants of Organisational Culture (OC)
6. Describe the process of organisational change. What are the various ways to manage the resistance to change ? *20*
7. Why is it necessary to integrate organizational tasks and activities ? Give suitable justification and examples. *20*
8. Write short notes on : *2×10=20*
- (a) Planning Framework
 - (b) Problems of Tourism Planning
9. Discuss the nature and purpose of management control. What is the role of feedback system in the management control process ? *20*
10. How can you develop interpersonal relations ? What is the importance of first impression in interpersonal relations ? *20*
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