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984

**MTM-01**

Total No. of Questions : 10]

[Total No. of Printed Pages : 2

**MASTER OF ARTS (TOURISM MANAGEMENT)**

**Term-End Examination**

**June, 2014**

**MTM-1 : MANAGEMENT FUNCTIONS AND BEHAVIOUR  
IN TOURISM**

**Time : 3 Hours]**

**[Maximum Marks : 100**

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

1. Discuss the various responsibilities and roles, performed by a manager in the travel and tourism sector. 20
2. What are Plans ? Distinguish between strategic and operational plans. 20
3. Define MBO and its objectives. What are its advantages and limitations ? 20
4. How do you analyse interpersonal relations ? Substantiate your answer with suitable examples. 20
5. Write short notes on any *two* of the following : 10×2=20
  - (i) Managerial Communication
  - (ii) Conflict Management
  - (iii) Management Systems.
6. Discuss the major leadership styles. Discuss the merits and demerits of each. 20

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Turn Over

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7. How would you differentiate tasks and activities within an organisation ? 20
8. Define and discuss the steps and stages involved in planning process. 20
9. Why should 'decentralisation' be an effective choice for product differentiation ? Give suitable examples from tourism sector. 20
10. Write short notes on any *two* : 10×2=20
  - (i) Organisational Culture
  - (ii) Motivation
  - (iii) Formal and Informal Organisations.

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