

03896

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

Term-End Examination

June, 2017

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

Time : 3 hours

Maximum Marks : 100

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

1. Why and how should Managers meet the challenge of 'change' in the organisation? Explain citing relevant examples. **20**
2. Discuss in detail the management processes of Planning and Controlling and the respective managerial skills required to perform these functions. **20**
3. Explain the terms Mission, vision and strategic objectives in the context of a Tour operation company. **20**
4. Define 'Management By Objectives (MBO) and explain its key concepts and benefits. **20**

5. Write short notes on the following in about 150 words each : 5x4=20
- (a) Elements of organisation structure
 - (b) Types of conflict in organisations
 - (c) Phases of Decision Making
 - (d) Manager's responsibility towards society
6. What do you understand by 'Organisational culture' ? Discuss both the Dimensions and Determinants of organisational culture. 20
7. Why is Communication important in Tourism Industry ? Explain the different types of Verbal and Non-verbal communications used in tourism and travel industry. 20
8. Identify the types of Groups exist in an organisation. Discuss their implications and benefits from Management point of view. 20
9. Write notes on the following in about 300 words each : 10x2=20
- (a) Stages of Socialisation in organisations
 - (b) Manager's role in retaining talent
10. Differentiate between Operational Planning and Strategic Planning. Explain aspects to be taken into account while developing a Plan framework. 20
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