

**M.Sc. IN HOSPITALITY ADMINISTRATION  
(MHA)**

**Term-End Examination**

**June, 2019**

00565

**MHA-001 : MANAGEMENT FUNCTIONS AND  
BEHAVIOUR IN TOURISM**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : Attempt any five questions. All questions carry equal marks.*

1. What do you understand by managerial obsolescence ? Discuss the tasks of a professional manager in a tourism concern. 20
2. What do you understand by Management Information System (MIS) ? What factors should be kept in mind while designing an effective MIS for a large size tour operator firm ? 20
3. What are the various levels of managers in an organisation ? Discuss the level-wise skill set required in management. 20
4. Write short notes on any *two* of the following : 2×10=20
  - (a) Managerial Skills
  - (b) Determinants of Organisational Culture
  - (c) Risky Shift Phenomenon

5. What do you understand by Management By Objectives (MBO) ? Discuss the various benefits and limitations of MBO. 20
  6. What is meant by the term "Managerial Ethos" ? Discuss the process through which culture and ethos are maintained in an organisation. 20
  7. What do you understand by resistance to change ? Discuss the strategies of implementing change. 20
  8. Discuss the importance of communication in the service industry. Explain any two types of barriers to effective communication. 20
  9. What do you understand by strategic and operational planning ? Discuss the steps involved in planning for an enterprise. 20
  10. What is interpersonal competence ? Discuss in brief, the four stages of developing interpersonal relationships. 20
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