

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

**Term-End Examination**

**June, 2019**

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

*Time : 3 hours*

*Maximum Marks : 100*

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

1. Write a note on the external factors that affect the growth of a hotel. 20
2. What do you understand by planning ? Mention the basic steps involved in designing a control process. 20
3. Discuss the relationship of various skills with performance and feed-back. Why should a manager have leading skills ? 20
4. Write short notes on : 10x2=20
  - (a) Personal and Organizational Decisions
  - (b) Programmed and Non-Programmed Decisions

5. As a manager of a Five Star Hotel how would you implement a Management by Objectives (MBO) process and how will you ensure that an MBO works effectively ? 20
  6. Write an essay on "Process of Organizational Change". 20
  7. Discuss the external factors that influence the choice of an organizational structure. Give examples. 20
  8. Discuss the importance of communication in the service industry. Give suitable examples from tourism industry. 20
  9. Write short notes on the following : 10x2=20
    - (a) Methods of Control
    - (b) Strategies of Control
  10. What are the determinants of interpersonal behavior ? Discuss the importance of first impression in interpersonal relations. 20
-