

TS03

B. A. Tourism Studies (BTSOL)

Management in Tourism

Section I: Short Answer Type Questions

Answer any five questions. ($5 \times 4 = 20$)

1. What do you understand by an Entrepreneur and Entrepreneurship?
2. Define an organization. Briefly discuss various types of organizational structures.
3. What do you understand by convention tourism?
4. What do you understand by interpersonal behavior?
5. What role appraisal system play in motivating employees?
6. Why is it important to provide quality services in tourism?
7. Write a short note on Sole Proprietorship.

Section-II: Medium Answer type question.

Answer any five questions. ($5 \times 10 = 50$)

1. Which factors will you take into account while deciding a menu for a restaurant?
2. How is forecasting done in transport services?
3. Discuss market segmentation in tourism industry.
4. Write a business proposal for setting up a Travel Agency.
5. Discuss the importance of Computer Applications in Tourism.
6. Identify some important issues which are crucial for deciding organization structure.
7. Discuss the various characteristics of tourism products.

Section-III: Long Answer Type Questions.

Answer any two questions. (15 × 2 = 30)

1. What is a budget? Explain the steps followed in the process of budget preparation in a business activity.
2. What do you understand by business traveller? Discuss the advantages of business travel for a destination.
3. Discuss the various steps involved in planning a convention. Explains the role of various committees for management of a convention.