

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

**Term-End Examination**

**June, 2015**

00003

**MHA-01 : MANAGEMENT FUNCTIONS AND  
BEHAVIOUR IN TOURISM**

*Time : 3 hours*

*Maximum Marks : 100*

---

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

---

1. Who is a professional manager ? Why should a manager keep a close eye on competition ? 20
2. As a manager, what responsibilities would you have towards the society ? Give appropriate examples. 20
3. What do you understand by MIS ? What factors should be kept in mind while designing an effective MIS ? 20
4. Discuss the managerial competencies required by managers at various levels. 20
5. What do you understand by MBO ? Discuss the steps involved in the MBO process. 20

6. What do you understand by managerial ethos ?  
How are organisational culture and ethos maintained ? 20
7. What is meant by conflict ? Discuss the various sources of conflict. 20
8. Write short notes on any *two* of the following : 2×10=20
- (a) Matrix Structure
  - (b) Network Structure
  - (c) Decentralization
9. What are the barriers to effective communication ? 20
10. Define a group. Discuss the role of informal groups in management. 20
-