

MASTER OF ARTS (TOURISM MANAGEMENT)

Term-End Examination

December, 2011

**MTM-1 : MANAGEMENT FUNCTIONS AND
BEHAVIOUR IN TOURISM**

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions in about 600 words each.

1. Discuss the manager's manifold and multifold responsibilities towards customers and shareholders. **20**
2. Explain the significance of planning and controlling as a part of management processes. **20**
3. Write short notes on *any two* of the following in about **300** words each : **10+10**
 - (a) Mission
 - (b) Management ethos
 - (c) Managerial obsolescence
4. How would you classify managers ? List various sets of skills required at each level of operation. **20**

5. Discuss the significance of business communication for an organisation. What barriers do you foresee for the effective communication ? 20
 6. Explain with examples the functional consequences of conflicts for any organisation. 20
 7. Define MBO and its concepts. What are its benefits and limitations ? 20
 8. Why should 'decentralisation' be an effective choice for product differentiation ? Give examples. 20
 9. What are the various leadership styles ? What is the difference between a successful and effective leader ? 20
 10. What is organisational culture and what factors determine it ? 20
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