

05614

TOURISM STUDIES (BHM/BA-IHA)

Term-End Examination

April, 2011

TS-3 (S) : MANAGEMENT IN TOURISM

Time : 3 hours

Maximum Marks : 100

*Note : Answer **any five** questions in about **600** words each.*

1. Discuss the Entrepreneurial process with suitable 20
examples from the hospitality industry.
2. What do you understand by organisation 20
structure ? Explain the various components of
organisational structure.
3. What do you understand by management control 20
process ? Also mention the steps in control process.
4. Write an essay on ego states. 20

5. Write short notes on *any two* of the following : **10x2=20**
- (a) Self awareness
 - (b) Management Information System
 - (c) Contemporary challenges in the Airlines Management.
6. Write an essay on the Convention Industry. **20**
7. What do you understand by Balance Sheet ? **20**
Explain the structure of a Balance Sheet.
8. Write an essay on Group Dynamics. **20**
9. What are the management functions involved in running a Tourist Transport Business ? **20**
10. Why is planning important in any organisation ? **20**
Explain the different types of plans.
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