

**MASTER OF TOURISM & TRAVEL
MANAGEMENT**

(CATEGORY 1 & 2)

(SEMESTER 1 & 2)

**MTTM (First Year)
Assignments Booklet
2023**

**(January & July Academic Cycles)
Applicable for June and December 2023 TEE**

**MTTM - 1 TO 8
and
TS-1, 2, 3 and 6 (for Category II)**



**School of Tourism and Hospitality Services Sectoral
Management Indira Gandhi National Open University Maidan
Garhi, New Delhi – 110 068**

MTTM ASSIGNMENTS

Dear Student,

You will have to do **One** assignment in each of the courses, i.e., MTTM-1 to 8 and TS-1, 2, 3 and 6. Only Category II students should attempt assignments of TS-1, 2, 3 and 6. All these are Tutor Marked Assignments (TMAs).

Before attempting the assignments please read the instructions provided in the MTTM Programme Guide.

Note: All Assignments must be **submitted in time** in order to appear in the Term-end examination and they should be **sent to the Coordinator of your Study Centre**. You must mention your enrolment number, name, address, Assignment code and Study Centre Code on the first page of the assignment.

You must obtain a receipt from the study centre for the assignments submitted and retain it. If **possible**, keep a photocopy of the assignments with you.

After evaluation, the assignments have to be returned to you by the study centre. Please insist for this and keep them as a record with you. The Study Centre has to send the marks to SED Division at IGNOU, New Delhi.

GUIDELINES FOR DOING ASSIGNMENTS

We expect you to answer each question in about 500 words or as mentioned in the assignment. You will find it useful to keep the following points in mind:

- 1) **Planning:** Read the assignment questions carefully. Go through the Units on which they are based. Make some points regarding each question and then rearrange them in a logical order.
- 2) **Organisation:** Be a little selective and analytic before drawing up a rough outline of your answer. Give adequate attention to your introduction and conclusion.

Make sure that your answer:

- a) is logical and coherent;
 - b) has clear connections between sentences and paragraphs; and
 - c) is written correctly giving adequate consideration to your expression, style and presentation.
- 3) **Presentation:** Once you are satisfied with your answers, you can write down the final version for submission, writing each answer neatly and underlining the points you wish to emphasise.

Wishing you all the best

**Programme Coordinator,
(MTTM)**

DATE OF SUBMISSION OF ASSIGNMENTS

Reminder: All Assignment must be sent to the **Coordinator of your Study Centre**. You must mention your enrolment number, name, address, Assignment code and Study Centre Code in the first page of the assignment.

Semester & Courses (1st Year)	
Semester I	Semester II
MTTM 1	MTTM 5
MTTM 2	MTTM 6
MTTM 3	MTTM 7
MTTM 4	MTTM 8

* **Category 2** students will have to pass the following additional papers during the period of their study, preferably during the 1st Year itself (**TS 1 and TS 2 in the first semester and TS 3 and TS 6 in the second semester**)

List of additional papers

TS 1: Foundation Course in Tourism

TS 2: Tourism Development: Products, Operations and Case Studies

TS 3: Management in Tourism

TS 6: Tourism Marketing

Last Date of Submission of Assignments *

For June Term End Examination 2023	For December Term End Examination 2023
15 th April 2023	15 th October 2023

* Keep checking the IGNOU website for any change in the date of submission

IGNOU adopts a flexi-open learning system and option is available to the student to decide which course he/she will complete in a particular semester/year, subject to the completion of a particular semester and the validity of their course registration.

Submit your assignment before the due date specified for only those courses which you plan to give the examination in a particular Term End Examination

**MTTM 1: MANAGEMENT FUNCTIONS AND BEHAVIOUR
IN TOURISM
(Tutor Marked Assignment)**

**Course Code: MTTM 1
Total Marks: 100**

**Programme: MTTM
Assignment Code: MTTM1/TMA/2023**

Note: This TMA consists of **ten questions**, out of which you have to **attempt any five**. The question carries **20 marks each** and should be answered in about **500 words**. Send your TMA to the Coordinator of your Study Centre.

1. Describe the responsibilities of managers towards employee and Government. 20
2. What is planning? Elaborate the steps involved in designing a control process. 20
3. Analyse the skills required for building an Institution. 20
4. How many types of managerial decisions are there? When and how group decision strategies should be used? 20
5. Distinguish between culture and climate. How culture and climate will affect productivity? Give suitable examples. 20
6. Describe different modes of “Conflict Management”? 20
7. What is “Domino Effect”? How one can avoid external dependence. 20
8. Write short notes on 10X2=20
 - (a) Encoding Message
 - (b) Decoding Message
9. Write an essay on “Feedback System as a control” 20
10. Write short notes on 10X2=20
 - a) Social Learning Theory
 - b) Successful Leader

**MTTM-2: HUMAN RESOURCE PLANNING AND DEVELOPMENT
IN TOURISM
(Tutor Marked Assignment)**

Course Code: MTTM 2
Total Marks: 100

Programme: MTTM
Assignment Code: MTTM 2/TMA/2023

Note: This TMA consists of **ten questions**, out of which you have to **attempt any five**. The question carries **20 marks each** and should be answered in about **500 words**. Send your TMA to the Coordinator of your Study Centre.

1. What do you understand by Human Resource Planning? Explain the approaches to Human Resource Planning. 20

2. Describe the following in about 300 words. 2x10=20
 - a) Qualitative Dimensions of Human Resource Planning
 - b) Macro Forecasting

3. Define job evaluation and its objectives. What are the advantages of job evaluation? 20

4. Write a note on the different information collection methods. 20

5. Define human resource audit. What are the steps involved in the auditing process? 20

6. What is human resource value? What determines the individual's value, explain using Flamholz's Model. 20

7. Describe the use of computer applications in Human Resource Management. 20

8. Explain the need of HRD and the principles in designing HRD systems. 20

9. Explain the concept of manpower demand. What are the different types of manpower forecasts? 20

10. What is performance appraisal? Write about various Performance Appraisal methods. 20

MTTM 3: MANAGING PERSONNEL IN TOURISM
(Tutor Marked Assignment)

Course Code: MTTM3
Total Marks: 100

Programme: MTTM
Assignment Code: MTTM3/TMA/2023

Note: This TMA consists of **ten questions**, out of which you have to **attempt any five**. The question carries **20 marks each** and should be answered in about **500 words**. Send your TMA to the Coordinator of your Study Centre.

1. Discuss the characteristics and objectives of Personnel Management. 20
2. Write short notes on:- 10x2=20
 - a) Steps in Grievance Handling
 - b) Characteristics of Motivation
3. Explain and evaluate the various methods of recruitment. 20
4. Induction is an integrated part of training. Elaborate with the helps of examples. 20
5. Why is training needed in an organisation? Discuss on-the-job training methods. 20
6. What do you understand by Maslow's Hierarchy of Human needs. 20
7. Define job enrichment. How can jobs be enriched? 20
8. What is career planning? How it differs from manpower planning. 20
9. Write short notes on: 10x2=20
 - a) Methods of Appraisal
 - b) Promotion Policy
10. What is counselling? Explain in brief the need for counselling in an organization. 20

MTTM 4: INFORMATION MANAGEMENT SYSTEM AND TOURISM

(TUTOR MARKED ASSIGNMENT)

Course Code: MTTM 4

Total Marks: 100

Programme: MTTM

Assignment Code: MTTM 4/TMA/2023

Note: This TMA consists of **ten questions**, out of which you have to **attempt any five**. The question carries **20 marks each** and should be answered in about **500 words**. Send your TMA to the Coordinator of your Study Centre.

1. Discuss the nature and properties of Data. Also explain with the help of examples, the relationship between data, information and knowledge. 20
2. Discuss the role of Information Technology in the growth & development of Tourism Industry. Support your answer with suitable examples. 20
3. Explain evolution and classification of computers. Differentiate between computer hardware and software. 20
4. What is meant by System Analysis? Explain the System Life Cycle. 20
5. Write short notes on the following: 4X 5=20
 - i) LAN
 - ii) MIS
 - iii) Computer Virus
 - iv) Electronic Spreadsheet
6. Discuss the strategic issues of Computer Aided Decision Making. 20
7. Discuss in detail the legal dimensions of computerization. Substantiate your answer with suitable examples. 20
8. Explain the role played by Computer in Management Decision Making Process. 20
9. Discuss the effect of computerization on society with the help of suitable examples. 20
10. Write short notes on any two of the following: 2 X 10=20
 - i) Use of computers in the Hotel industry
 - ii) Internal and External Information System
 - iii) Network Topology

MTTM 5: ACCOUNTING AND FINANCE FOR MANAGERS IN TOURISM
(TUTOR MARKED ASSIGNMENT)

Course Code: MTTM-5
Total Marks: 100

Programme: MTTM
Assignment Code: MTTM 5/TMA/2023

Note: This TMA consists of **ten questions**, out of which you have to **attempt any five**. The question carries **20 marks each** and should be answered in about **500 words**. Send your TMA to the Coordinator of your Study Centre.

1. Define the term 'accounting' and explain its scope. Elaborate the role and activities of an accountant in an organisation. 20
2. Why is finance considered to be the backbone of business? Discuss the scope of financial management. 20
3. What are the various forms of dividend? Describe the factors affecting dividend decision. 20
4. Discuss the concept of CVP analysis. Explain the difference between CVP analysis and Break even analysis. 20
5. What do you mean by Assets? Explain Current Assets and Fixed Assets. 20
6. Define cost accounting. Discuss the various types of costs and methods of costing. 20
7. Explain the various sources of fund. How will you analyse the changes in working capital. 20
8. What is a balance sheet? Explain the forms and contents of balance sheet. 20
9. What is variance? Explain how variance is calculated. 20
10. Define budget and budgetary control. Prepare the budget for a small tour operation company. 20

**MTTM-6: MARKETING FOR TOURISM MANAGERS
(TUTOR MARKED ASSIGNMENT)**

Course Code: MTTM 6
Total Marks: 100

Programme: MTTM
Assignment Code: MTTM 6/ TMA /2023

Note: This TMA consists of **ten questions**, out of which you have to **attempt any five**. The question carries **20 marks each** and should be answered in about **500 words**. Send your TMA to the Coordinator of your Study Centre.

1. Discuss the relevance of social marketing in modern society. Substantiate your answer with suitable examples. **20**
2. Define Market Segmentation. Discuss the significance of market segmentation in the tourism industry with the help of suitable examples. **20**
3. Discuss the various elements of Marketing Mix. What is the role of “People” in tourism service marketing? **20**
4. Discuss the concept of marketing strategy. Explain with the help of suitable examples the marketing strategy to be adopted to promote a tourism product. **20**
5. Differentiate between the following: **4X 05 = 20**
 - i. Cyber marketing and Social Marketing
 - ii. Publicity and Advertisement
 - iii. Product Line and Product Mix
 - iv. Trademark and Branding
6. Explain the significance of demand forecasting while marketing a tourism product. **20**
7. Explain with the help of suitable examples the need of Personal Selling in tourism and hospitality industry. Also mention the industries that primarily rely on personal selling and why. **20**
8. What are the various determinants of Pricing? Explain with the help of suitable examples from the tourism and hospitality industry. **20**
9. Discuss the impact of Government Control on Product Design. Support your answer with suitable examples. **20**
10. Write short notes on **any two** of the following: **2 X 10 = 20**
 - i. Psychological Factors influencing Consumer Behaviour
 - ii. Marketing Research
 - iii. Characteristics of Service Industry

**MTTM-7: MANAGING SALES AND PROMOTION IN TOURISM
(TUTOR MARKED ASSIGNMENT)**

Course Code: MTTM 7
Total Marks: 100

Programme: MTTM
Assignment Code: MTTM 7/ TMA/2023

Note: This TMA consists of **ten questions**, out of which you have to **attempt any five**. The question carries **20 marks each** and should be answered in about **500 words**. Send your TMA to the Coordinator of your Study Centre.

1. “As companies grow larger in size and generate resources to make their financial position strong the tendency is to favour direct sales”. Analyse the statement with example. 20
2. What is “Prospecting” and “In-Reach selling”? 20
3. Write an essay on “Planning the presentation strategy”. 20
4. How one can manage displays effectively? Give suitable examples. 20
5. Write short notes on 10X2=20
 - a) Class Room Training
 - b) Trainer’s Abilities
6. Discuss the purpose of a monitoring system. What are the basic types of Sales Report? 20
7. Analyse the functions of a Sales Manager. 20
8. Draw the model of “marketing communications process. Elaborate related activities in detail. 20
9. Write short notes on 10X2=20
 - a) Objectives of Sales promotion
 - b) Methods of Sales promotion
10. Describe the agency – client relationship and productivity. 20

**MTTM-8: MANAGING ENTREPRENEURSHIP AND SMALL
BUSINESS IN TOURISM
(TUTOR MARKED ASSIGNMENT)**

**Course Code: MTTM 8
Total Marks: 100**

**Programme: MTTM
Assignment Code: MTTM 8/ TMA/2023**

Note: This TMA consists of **ten questions**, out of which you have to **attempt any five**. The question carries **20 marks each** and should be answered in about **500 words**. Send your TMA to the Coordinator of your Study Centre.

1. What are the major characteristics of a Small Scale Enterprise (SSE)? Discuss the role of Entrepreneurship in SSE and economic development? 20
2. What are the different types of entrepreneurs? Explain the concept of entrepreneurial competencies. 20
3. Write short notes on the following: 10X2=20
 - a) Role of SIDBI
 - b) Opportunity Scanning and Identification (OSI)
4. What do you understand by “Zeroing in Process”? Explain with the help of relevant examples from tourism industry. 20
5. Define the following – 10X2=20
 - (i) SWOT Analysis
 - (ii) Market Orientation
 - (iii) Asset Management
 - (iv) Importance of Personnel relations in SSE
6. What are the various elements or variables which must be understood in order to determine market demand. 20
7. Discuss the various stages involved in Product Design.
8. Elaborate upon the role of the various financing institutions in respect of SSEs. 20
9. What do you understand by business plan? Explain the steps involved in the preparation of a business plan. 20
10. Define Family Business. Discuss the strength and weaknesses of family based enterprises. 20

**Additional Four Courses Assignment for
Category II students**

**TS-1: FOUNDATION COURSE IN TOURISM
(TUTOR MARKED ASSIGNMENT)**

**Course Code: TS-1
Total Mark: 100**

**Programme: MTTM
Assignment Code: TS-1/TMA/2023**

Note: This TMA consists of **ten questions**, out of which you have to **attempt any five**. The question carries **20 marks each** and should be answered in about **500 words**. Send your TMA to the Coordinator of your Study Centre.

1. What are the essential features of a tour? Why is a package tour a popular phenomenon? 20
2. Briefly explain the different forms of tourism. 20
3. Define the following:- (5X4=20)
 - (a) Alternative Tourism
 - (b) Sustainable Tourism
 - (c) VFR
 - (d) Business and Incentive Travel
4. Discuss the importance of the Silk Route & Grand Tour in the history of tourism. 20
5. Discuss the fundamental aims and objectives of UNWTO. 20
6. Define the following:- (5X4=20)
 - (a) TAAI
 - (b) FHRAI
 - (c) IATO
 - (d) PATA
7. How seasonal festivals can become outlets of handicrafts, handlooms as well as destination of attraction for the tourists. Explain with examples. 20
8. What are the different parameters to be considered by Tour Operators while working on a tour programme. Illustrate with the help of Examples. 20
9. What are the different types of Maps? What is the importance of **Salva Sutra and Arthashastra** in the history of map making in India? 20
10. What do you mean by product in Tourism? What are the five major characteristics of service product? 20

**TS-2: TOURISM DEVELOPMENT: PRODUCTS, OPERATIONS AND CASE STUDIES
(TUTOR MARKED ASSIGNMENT)**

**Course Code: TS-2
Total Marks: 100**

**Programme: MTTM
Assignment Code: TS-2/TMA/2023**

Note: This TMA consists of **ten questions**, out of which you have to **attempt any five**. The question carries **20 marks each** and should be answered in about **500 words**. Send your TMA to the Coordinator of your Study Centre.

1. What is the significance and importance of profiling tourists? Substantiate your answer by giving suitable examples. 20
2. Describe the characteristics of a mountain guide. 20
3. “Dance and music in the key of entertainment in Tourism”. Comment. 20
4. Discuss the Do’s and Don’ts for a wild life tour. 20
5. Write short notes on: (10 x 2=20)
 - a) Pilgrimage Tourism
 - b) Beach Tourism
6. Describe the relevance of arts and crafts in tourism. 20
7. Write a note on the impact of public relations on tourism generating activities. 20
8. Describe Highway Services in tourism. Give suitable examples. 20
9. What is seasonality? What role does seasonality play in hill tourism? 20
10. Write short notes on: (10 x 2=20)
 - a) Theme Dinner
 - b) Sociology of Tourism

**TS-3: MANAGEMENT IN TOURISM
(TUTOR MARKED ASSIGNMENT)**

Course Code: TS-3
Total Mark: 100

Programme: MTTM
Assignment Code: TS-3/TMA/2023

Note: This TMA consists of **ten questions**, out of which you have to **attempt any five**. The question carries **20 marks each** and should be answered in about **500 words**. Send your TMA to the Coordinator of your Study Centre.

1. What do you understand by Managerial roles, Tasks & responsibilities? 20
2. What are the different dimensions of organisational culture? Discuss the components of Organisational Structure. 20
3. How would you define Planning? What are the various steps involved in formulating a plan? Explain with an example. 20
4. Define the following:- (5X4=20)
 - (a) Feedback Control
 - (b) Importance of Effective Communication
 - (c) MOT
 - (d) Budgetary Control
5. What are group Norms and Values? How can a small group influence the behaviour of its members? 20
6. Discuss the importance of Human Resource Management & Human Resource Planning in Tourism? 20
7. What are the different types of Budget? What is the importance of Budgeting in the tourism Industry? 20
8. How do you perceive the role of technology in future tourism operations? What is the role of Artificial Intelligence in Tourism industry? 20
9. Formulation of a Project generally culminates in the preparation of a Project Report. Elaborate. 20
10. What is the role of PR services in marketing a tourism product/destination? Discuss the Challenges for PR in Indian Tourism. 20

**TS-6: TOURISM MARKETING
(TUTOR MARKED ASSIGNMENT)**

**Course Code: TS-6
Total Mark: 100**

**Programme: MTTM
Assignment Code: TS-6/TMA/2023**

Note: This TMA consists of **ten questions**, out of which you have to **attempt any five**. The question carries **20 marks each** and should be answered in about **500 words**. Send your TMA to the Coordinator of your Study Centre.

1. Explain, citing relevant examples, why marketing of tourism is a complex process. 20
2. What is meant by market segmentation? Discuss variables used for tourism market segmentation. 20
3. Define competitive analysis and competitive strategies. Why are they necessary in tourism marketing? Give suitable example. 20
4. Mention the purposes for which familiarization tours are conducted. Who all would you invite for the tour and which type of destination will be visited? 20
5. Define Product Mix, Product line and Product item. What factors should be considered while designing a tourism product? 20
6. What is meant by sustainable tourism? How does socially responsible marketing contribute to the sustainable development of a destination? 20
7. Discuss the role and importance of National Tourist Organisation in the marketing of tourism destination. 20
8. Write a detailed note on the 5th P in tourism marketing. Support your answer with suitable example. 20
9. Describe the various levels of the distribution channels for tourism products and services. Also explain the factors which influence the selection of distribution channels. 20
10. Write short notes on the following in about 150 words. (4x5=20)
 - a) Purpose of market research
 - b) AIDA Formula
 - c) Brochures as Promotional tool
 - d) NGO's role in creating tourism awareness