

**MASTER OF TOURISM & TRAVEL  
MANAGEMENT**

**(CATEGORY 1 & 2)**

**(SEMESTER 1 & 2)**

**MTTM/MTM (First Year)  
Assignments Booklet  
2019  
(January & July Academic Cycle)**

**MTTM/MTM - 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**

## **NOTE**

From July 2016 academic cycle onwards, the programme is offered under the nomenclature **Master of Tourism & Travel Management (MTTM)**. The assignment for Master of Tourism & Travel Management (MTTM) and the previous **Master of Arts (Tourism Management), MTM programme** will be the same. Choose your respective programme and course code accordingly while submitting the assignment.

## MTTM/MTM 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.

<b>Semester &amp; Courses (1<sup>st</sup> Year)</b>	
<b>Semester I</b> MTTM 01 MTTM 02 MTTM 03 MTTM 04	<b>Semester II</b> MTTM 05 MTTM 06 MTTM 07 MTTM 08

\* **Category 2** students will have to pass the following additional papers during the period of their study, preferably during the 1<sup>st</sup> 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**

<b>For June Term End Examination 2019</b>	<b>For December Term End Examination 2019</b>
30 <sup>th</sup> March 2019	30 <sup>th</sup> September 2019

**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/MTM-1**  
**MANAGEMENT FUNCTIONS AND BEHAVIOUR IN TOURISM**  
**(Tutor Marked Assignment)**

**Course Code: MTTM/MTM-1**  
**Total Mark: 100**

**Programme: MTTM/MTM**  
**Assignment Code: MTTM/MTM-1/TMA/2019**

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**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.

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1. Who is a professional manager? Why should a manager work towards retaining talent in the organization? 20
2. Write a note on MIS. 20
3. What are the different phases of decision making process? 20
4. Discuss the advantages and disadvantages of group decision making. 20
5. How would you implement an MBO process as a manager and ensure that an MBO does not fail. 20
6. What are the sources of conflict in the organization? Also elaborate on different views about conflict. 20
7. Write short notes on: (10x2=20)
  - a) Communication process
  - b) Barriers to communication
8. Describe different types of organizational structures along with their advantages and disadvantages. 20
9. Discuss the various methods of control. What kind of strategies is used for control? 20
10. Write short notes on: (10x2=20)
  - a) Planning in Tourism
  - b) Developing interpersonal Skills

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

**Course Code: MTTM 2/MTM 2**

**Programme: MTTM/MTM**

**Total Marks: 100**

**Assignment Code: MTTM 2/MTM 2/TMA/2019**

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**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.

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1. What are the objectives of Human Resource Planning? Explain the Rate of Return Approach of Human Resource Planning. 20
2. Discuss the quantitative and qualitative dimensions of Human Resources. 20
3. Why is Manpower Forecasts important for tourism industry? Explain the Macro forecasting techniques of Manpower demand. 20
4. Define Job Evaluation. Describe its objectives and advantages. 20
5. Write notes on the following in about 300 words each: 10x2= 20
  - i) Job Analysis
  - ii) Job Description
6. Discuss both the non-analytical and analytical techniques of Job Evaluation. 20
7. What do you understand by Human Resource Information System (HRIS)? Outline the advantages of a computerized personnel record and information system over manually operated system. 20
8. Explain the phases in the design and implementation of a Human Resource Accounting System. 20
9. What the goals and objectives of Human Resource Development Systems. Elaborate the various mechanisms adopted for achieving these goals and objectives. 20
10. Discuss the role and importance of Human Resource Development in a service industry like tourism.

## MTTM-3: MANAGING PERSONNEL IN TOURISM

(Tutor Marked Assignment)

**Course Code: MTTM 3/MTM-3**  
**Total Mark: 100**

**Programme: MTTM/MTM**  
**Assignment Code: MTTM 3/MTM 3/TMA/2019**

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**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.

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1. What do you understand by the term Personnel Management? Why is it important in the service industry? 20
2. Explain the two theories of motivation in detail. 20
3. How is an aptitude test different from an intelligence test? Explain with examples. 20
4. What are the various types of interview? Which type of interview suits best for immediate recruitment? 20
5. What is tourism marketing? Explain the marketing mix in detail. 20
6. What is the importance of proper induction? Explain the activities a new recruit undergo during the induction programme? 20
7. Write short notes on: - 10X2 = 20
  - a. Job Enrichment
  - b. Vestibule Training
8. Why is career planning important in the tourism industry. How does it help in living a bright future? 20
9. Define indiscipline. What factors lead to indiscipline? 20
10. What is counseling? What are the skills and techniques required for counseling? 20

**MTTM- 4: INFORMATION MANAGEMENT SYSTEM AND TOURISM  
(Tutor Marked Assignment)**

**Course Code: MTTM 4/MTM-4**

**Programme: MTTM/MTM**

**Total Marks: 100**

**Assignment Code: MTTM 4/MTM 4/TMA/2019**

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**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.

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1. Discuss the nature and properties of Data. Also explain the interrelationship between data, information and knowledge. 20
2. What are the strategic issues of computer aided decision making process? 20
3. Define micro computers. Describe the important categories of 'Application Software' available for microcomputers. 20
4. Discuss the Management of Information Resources and control system. 20
5. Write Short notes on any two of the following: 2 X 10=20
  - i. Forms of information
  - ii. Evolution of Computers
  - iii. Perverse software.
6. Discuss the legal aspects involved in the sale and purchase of a computer. 20
7. What do you understand by System Analysis? What is the need of System analysis? 20
8. Describe the various methods of protecting information in the personal computers. 20
9. Critically analyse the social and legal dimension of computerisation. 20
10. Write short notes on any two of the following: 2 X 10=20
  - i. MIS
  - ii. Network Topologies
  - iii. Phases of the decision making process

## MTTM-5: ACCOUNTING AND FINANCE FOR MANAGERS IN TOURISM

(Tutor Marked Assignment)

Course Code: MTTM 5/MTM-5

Programme: MTTM/MTM

Total Marks: 100

Assignment Code: MTTM/MTM 5/TMA/2019

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**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.

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1. Why is Accounting viewed as an Information System? Explain the framework and structure of Accounting. 20
2. What is the importance of preparing cash flow statement for a business organisation? Discuss the various sources of cash flows. 20
3. Discuss the concept and significance of 'Budgetary Control'. Explain the steps for installing an effective system of budgetary control in an organisation. 20
4. What is meant by Cash cycle? How is the duration of Cash Cycle measured? Explain with an example. 20
5. What do you mean by Cost Accounting? Explain the various types of 'Costs'. 20
6. Discuss the factors that are taken into consideration by a company while taking a decision on dividend to be declared. 20
7. What do you understand by Zero Base Budgeting? Explain the steps involved in Zero Base Budgeting and also its advantages. 20
8. What do you understand by Depreciation? How can we calculate Depreciation? 20
9. Construct a Profit and Loss statement of a tourism company of your choice. 20
10. Discuss the various Investment Appraisal methods. 20

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

**Course Code: MTTM 6/MTM 6**

**Programme: MTTM/MTM**

**Total Marks: 100**

**Assignment Code: MTTM 6/MTM 6/ TMA /2019**

**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.

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1. What do you understand by the term “Marketing Mix”? Discuss the role and importance of Marketing Mix in Tourism Industry. 20
2. Discuss the relevance of social marketing in modern society. Substantiate your answer with suitable examples. 20
3. Define Market Research. Discuss the purpose, usage and application of Market Research in Tourism Industry. 20
4. Discuss the significance of Product Life Cycle in Marketing Management. 20
5. Write short notes on (any two) : 2 X 10 = 20
  - i. Market Segmentation
  - ii. Determinants of Pricing
  - iii. Service Characteristics
6. Explain the process of a new product development. Substantiate your answer with suitable examples from Tourism Industry. 20
7. What do you understand by Sales Forecast? What are the different approaches used for the preparation of sales forecast? 20
8. What do you understand by Sales Promotion? What are the various methods of sales promotion? Explain with the help of examples from Tourism and Hospitality industry. 20
9. ‘Branding and packaging are essential components of Product Management’. Comment on this statement in light of tourism products. 20
10. Write short notes on any two of the following: 2 X 10 = 20
  - i. Psychological factors influencing the consumer behaviour
  - ii. Stages in Buyer decision making process
  - iii. Government control on Product design

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

**Course Code: MTTM 7/MTM-7**

**Programme: MTTM/MTM**

**Total Marks: 100**

**Assignment Code: MTTM 7/ MTM-7/ TMA/2019**

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**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.

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1. How has internet influenced tourism selling? Substantiate your answer with suitable examples. 20
2. Describe different stages of personal selling process. 20
3. Write short notes on: (10x2=20)
  - a) Non-Verbal Behavior
  - b) Oral Delivery
4. Describe the principles of display designs and types of displays. 20
5. What are the factors which shape the structure of the company's compensation plan? 20
6. What is the purpose of a sales organization? List the functions of a Sales Manager. 20
7. What are the methods of Sales Control? Elaborate with Suitable examples. 20
8. Describe the role and importance of advertising agencies. 20
9. What do you mean by "Consumer Promotion"? Describe different types of consumer promotions. 20
10. Write short notes on: (10x2=20)
  - a) Creating print media advertisement
  - b) Development of media strategy.

## MTTM-8: MANAGING ENTREPRENEURSHIP AND SMALL BUSINESS

### IN TOURISM (Tutor Marked Assignment)

**Course Code: MTTM 8/MTM-8**  
**Total Mark: 100**

**Programme: MTTM/MTM**  
**Assignment Code: MTTM 8/MTM 8/TMA/2019**

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**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.

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1. What do you understand by the term small scale business? What are the characteristics of a small scale business? 20
2. Explain the various types of entrepreneurs in detail. 20
3. Which institutions provide finance to small scale enterprises? Explain them in brief. 20
4. Differentiate between seller orientation and product orientation. 20
5. What is meant by market orientation? Why should an entrepreneur go for market assessment? 20
6. What is market demand? Which variables determine the market demand? 20
7. What is financial planning? Which are the different financial institutions for financing small scale businesses in Tourism? 20
8. What is implementation schedule? What are the major considerations for formulating implementation schedule? 20
9. Discuss are the common errors in business plan formulation? 20
10. What is partnership? What are the advantages and disadvantages of partnership? 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/MTM  
Assignment Code: TS-1/TMA/2019**

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**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.

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1. “India: A destination for all Seasons and all reasons”. Discuss the statement elaborating the geographical features of India. 20
2. Discuss the role of any two International Organizations working for the development of tourism. Support your answer with examples. 20
3. How does a tour escort prepare for a tour? Write the important things to take care of, while planning a tour. 20
4. Briefly explain the role of following service providers in the development of tourism of a destination : 5X4 = 20
  - a. Street Guides (Tout)
  - b. Souvenir Sellers
  - c. Photographers
  - d. Tourist Police
5. What is tourism marketing? Explain the marketing mix in detail. 20
6. Discuss the importance of monuments in promotion of heritage and cultural tourism. 20
7. Explain the highlights of National Action Plan for Tourism, 1992 . 20
8. What role does infrastructure play in developing a tourist destination and community development? Cite relevant examples. 20
9. Discuss the positive and negative impacts of mass tourism in hilly areas. Discuss with the help of example. 20
10. What role does photography and writing play in the tourism industry? Explain with relevant examples. 20

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

**Course Code: TS-2**

**Total Marks: 100**

**Programme: MTTM/MTM**

**Assignment Code: TS-2/TMA/2019**

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**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.

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1. Describe the characteristics which are analyzed in profiling of tourists. 20
2. How would you plan and prepare for a city tour? 20
3. Discuss how Khajuraho Dance Festival has been organized to create a secondary tourist attraction. 20
4. What is “Island Tourism”? Describe the main attractions for tourist in the Lakshadweep Islands. 20
5. Elaborate the significance of handicrafts in tourism. 20
6. Kalinga-Bali Yatra had both cultural and tourism importance. Examine. 20
7. Write a detailed note on history and historical sites and monuments of the state of Maharashtra. 20
8. What role does seasonality play in hill tourism? 20
9. How has the state of Haryana used highway services to promote tourism? 20
10. Write short notes on: (10x2=20)
  - a) Ethnic Tourism
  - b) Pilgrimage Tourism

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

**Course Code: TS-3  
Total Mark: 100**

**Programme: MTTM/MTM  
Assignment Code: TS-3/TMA/2019**

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**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.

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1. Who is Entrepreneur? Elaborate the qualities of an Entrepreneur. 20
2. Why is planning important for any tourism organization? Enumerate the steps in the planning process. 20
3. Write short notes on the following: 10+10= 20
  - a). Influencing factors for organizational culture
  - b). Organizational Structure
4. Identify characteristic features of services. Discuss the various issues to be considered while managing tourism services. 20
5. Elaborate the importance of Human Resource Management in travel and tourism industry. Sustain your answer with suitable examples. 20
6. What are the different types of Costs? How costing is worked out for a Tour package? 20
7. "The need for Public Relations (RR) in a service- based industry like tourism is greater". Justify the statement giving appropriate examples. 20
8. List the major functions of an Airport. Highlight general issues and also problematic areas in Airport Management. 20
9. What is a Balance Sheet? Discuss the main items listed on a balance sheet. 20
10. Write short notes on the following: 10+10=20
  - a). Business travellers and their needs
  - b). Convention Marketing

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

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

**Programme: MTTM/MTM  
Assignment Code: TS-6/TMA/2019**

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**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.

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1. How is Marketing different from Selling? Discuss the characteristics features of tourism marketing. 20
2. What purposes does a Marketing Plan serve? Explain with examples the issues to be addressed while devising a Marketing Plan for a tourism destination. 20
3. What do you understand by Market segmentation? How will you segment the inbound tourist market of India? 20
4. Outline 10 possible purposes/scenarios for which market research in tourism are/can be conducted. Explain aspects to be taken care of while preparing a questionnaire. 20
5. Elaborate various ways tourism enterprises can analyse their competitors. 20
6. Why is forecasting for tourism important? Discuss different methods of forecasting. 20
7. Explain in detail the concept of socially responsible marketing and its relevance in tourism sector. Cite appropriate examples to substantiate your answer. 20
8. What do you understand by Tourism Marketing Mix? Which do you think is the most important Marketing mix element and why? 20
9. Explain with suitable examples how Tour Operation businesses market their products and services? 20
10. Write notes on the following on about 300 words each 10x2 = 20
  - a) Familiarization tours
  - b) Characteristics of Airlines marketing