

**MASTER OF TOURISM & TRAVEL
MANAGEMENT**

(CATEGORY 1 & 2)

(SEMESTER 1 & 2)

MTTM/MTM (Second Year)

Assignments Booklet

2021

(January & July Academic Cycles)

Applicable for June and December 2021 TEE

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.

Semester & Courses (1st Year)	
Semester I	Semester II
MTTM 01	MTTM 05
MTTM 02	MTTM 06
MTTM 03	MTTM 07
MTTM 04	MTTM 08

* **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 2021	For December Term End Examination 2021
30 th March 2021	30 th September 2021

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/2021

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 different kinds of system? What factors should be kept in mind while designing an effective MIS? 20
2. Describe Mission, Objectives, Goals and Strategy. Give suitable examples. 20
3. Elaborate phases of decision making process. When and how group decision strategies should be used? 20
4. Write an essay on “Managerial Values and Ethos”. 20
5. Describe different modes of conflict management. 20
6. Differentiate between formal and informal organization structures. Substantiate your answer with suitable examples from travel and tourism industry. 20
7. How would you make personal communication more effective? Give suitable examples from hospitality sectors. 20
8. What are the prerequisites for effective delegation? 20
9. What do you understand by interpersonal orientation? Analyse interpersonal orientation and associated behavior. 20
10. Write short notes on the followings: 10 x 2=20
 - a) Theory X and Y.
 - b) Scientific Manager’s Style.

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

Course Code: MTTM 2/MTM 2

Programme: MTTM/MTM

Total Marks: 100

Assignment Code: MTTM 2/MTM 2/TMA/2021

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 the need and approaches to Human Resource Planning 20
2. Discuss the quantitative dimensions of Human Resource Planning and their role in development of human resources in the tourism industry. 20
3. What are the different types of Manpower forecasts? Explain the manpower forecasting methods used at the macro level. 20
4. Why do organisations need to have a rational and equitable pay structure? Explain the basic assumptions in Job Evaluation. 20
5. Write short notes on the following in about 150 words each: 5 x 4=20
 - a. Job description
 - b. Job classification
 - c. Job analysis
 - d. Job evaluation
6. List out the shortcomings of manual information system. Discuss the merits of computerization and its application in effective Human Resource Information system. 20
7. Define Human Resource Audit (HRA). Elaborate the essential steps in the HRA process. 20
8. Write notes on the following in about 300 words each: 10 x 2=20
 - a. Information needs in human resource accounting of a travel agency
 - b. Different types of costs used in Human resource accounting
9. What do you understand by Task Analysis? Explain the various steps involved in Task Analysis. 20
10. Discuss the competencies required to be an effective Human Resource Development (HRD) manager and the methods through which these competencies can be developed. 20

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

Course Code: MTTM 3/MTM 3
Total Marks: 100

Programme: MTTM/MTM
Assignment Code: MTTM 3/MTM 3/TMA/2021

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 Counseling? Explain the need for Employee Counseling in an organization. 20
2. Define the concept of 'Discipline'. Differentiate between Layoff and Retrenchment. 20
3. What is motivation? Explain in detail the theories of motivation. 20
4. What do you understand by grievance? How do they impact an organization? How would you handle employee grievances? 20
5. What is career planning? Explain its importance. 20
6. What do you understand by Personnel Management? Discuss in detail the need and functions of Personnel Management. 20
7. Discuss the position of women in Tourism. Explain the code of conduct prescribed by National Council of Women. 20
8. Explain the importance of proper Induction. Design an induction programme for a 'Hotel Receptionist' and a 'Tour Escort'. 20
9. What is Performance Appraisal? Describe its need and methods. 20
10. What do you understand by transfers? State the need for Transfer Policy. 20

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

**Course Code: MTTM 4/MTM-4
Total Marks: 100**

**Programme: MTTM/MTM
Assignment Code: MTTM 4/MTM 4/TMA/2021**

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 with the help of suitable examples the co-relation between Data, Information and Knowledge. 20
2. Discuss the role of Information Technology in the growth and development of Tourism Industry. Support your answer with suitable examples. 20
3. Discuss the different generation of computers' while mentioning the key features of each generation. 20
4. What do you understand by Computer Network? Explain the classification of computer network structures. 20
5. Write short notes on the following: 4x 5=20
 - i. Computer Hardware
 - ii. Critical Success Factor
 - iii. Perverse Software
 - iv. Network Topology
6. Define Systems Analysis. Explain the System Life Cycle. 20
7. Describe the importance and role of computers in Management Decision – Making Process. 20
8. Define Hacking. Discuss the precautions that are to be adopted against Hacking. 20
9. Critically analyse the impact of computerisation on the society. 20
10. Write short notes on any two of the following: 2 x 10=20
 - i. Management Information System
 - ii. CBIS in Tourism Sector
 - iii. Information Resource Assessment

MTTM-5: ACCOUNTING AND FINANCE FOR MANAGERS IN TOURISM

(Tutor Marked Assignment)

Course Code: MTTM-5/MTM-5
Total Marks: 100

Programme: MTTM/MTM
Assignment Code: MTTM 5/MTM 5/TMA/2021

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. Give an account of the various personnel working in the accounting department of an organisation. Explain the role and activities of an accountant. 20
2. Why accounting practices should be standardized? Explain any three fundamental accounting concepts. 20
3. What are the major purposes of accounting information? How is information about earnings useful? 20
4. What do you mean by a balance sheet? Explain the various terms used in a balance sheet. 20
5. Write short notes on the following in about 150 words each: 5x4=20
 - a. Linkage between balance sheet and Profit and Loss account
 - b. Bad Debt
 - c. Operating Profit and Net Profit
 - d. Inventory Valuation
6. Why Finance is considered to be the backbone of business? Discuss the scope of financial management. 20
7. Define the term 'Budget'. Explain the concept of Zero Base Budgeting. 20
8. What are the criteria for judging an investment proposal? Discuss two main methods of evaluating investment proposals. 20
9. What are the various forms of dividend? Describe the factors affecting dividend decisions. 20
10. Explain with suitable examples how you will manage Cash Flow in tourism business. 20

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

**Course Code: MTTM 6/MTM 6
Total Marks: 100**

**Programme: MTTM/MTM
Assignment Code: MTTM 6/MTM 6/ TMA /2021**

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. What do you understand by the term “Marketing Mix”? Discuss the role and importance of Marketing Mix in the Tourism Industry. 20
3. Define Market Segmentation. Discuss in detail the basis of market segmentation and its application in the Tourism Industry with examples. 20
4. Explain with the help of suitable examples the significance of demand forecasting while marketing a tourism product. 20
5. Differentiate between the following (any two) : 2x 10 = 20
 - i. Product Line and Product Mix
 - ii. Product and Services
 - iii. Advertisement and Publicity
6. What is the relationship between product life cycle and pricing? Explain your answer with suitable examples from Tourism Industry. 20
7. Discuss the need and process of training and motivating the sales personnel. 20
8. What do you understand by Cyber - Marketing? Discuss the advantages and disadvantages of Cyber -Marketing with suitable examples. 20
9. Discuss the impact of Government Control on Product Design. 20
10. Write short notes on any two of the following: 2 x 10 = 20
 - i. Buyer decision making process
 - ii. Marketing Research in Tourism
 - iii. Importance of ‘People’ in tourism industry

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

Course Code: MTTM 7/MTM-7
Total Marks: 100

Programme: MTTM/MTM
Assignment Code: MTTM 7/ MTM-7/ TMA/2021

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 qualities and abilities of a good sales person. | 20 |
| 2. What are the principles of effective communication? | 20 |
| 3. “In order to get maximum advantage from sales displays, it is necessary that these be organized and managed effectively”. Elaborate the statement and give suitable examples. | 20 |
| 4. Describe basic responsibilities of a sales person. | 20 |
| 5. Why should territory planning be carried out as systematically and as scientifically as possible for covering the market? Substantiate your answer by giving suitable examples from tourism industry. | 20 |
| 6. Elaborate different methods of sales control. | 20 |
| 7. Analyze the media habits of Indian consumers and evaluate their marketing implications. | 20 |
| 8. Write an essay on “Promotional Strategies”. | 20 |
| 9. Explain how message and marketing objectives are linked? Substantiate your answer with examples. | 20 |
| 10. Write short notes on: | 10 x 2=20 |
| a) Target Audience | |
| b) International Media Strategy | |

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

Course Code: MTTM 8/MTM-8
Total Marks: 100

Programme: MTTM/MTM
Assignment Code: MTTM 8/ MTM-8/ TMA/2021

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 in detail the stages of Product Design. What factors influence the choice of technology in establishing a new business? 20
2. What do you mean by entrepreneurial competencies? Explain the steps for developing entrepreneurial competencies? 20
3. What is a Small Scale Enterprise (SSE)? Discuss the role of entrepreneurship in SSE and economic development. 20
4. Discuss the need for financial planning in small scale enterprises. Explain the types of loans in Indian perspective for such small scale businesses. 20
5. Define family business. Discuss the management control mechanisms in family business. 20
6. Differentiate between selling and marketing orientation? Explain in detail the market demand analysis. 20
7. What is SWOT analysis? Explain its importance in entrepreneurship. 20
8. Explain Human Resource Planning. Discuss in detail the need for training and development. 20
9. Discuss in detail the forms of a business organization. Discuss the characteristics of a Company. 20
10. Discuss the stages of growth for a small enterprise. Explain various Growth Strategies. 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/2021**

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 tourism and explain in detail the various types and forms of Tourism. 20
2. Explain the need for History of Tourism and its relevance to the tourism industry. 20
3. Discuss in detail the concepts of Tourism System. 20
4. Discuss in detail any five International Tourism Organizations. 20
5. What is the purpose of regulations related to Tourism? Discuss in brief the different types of Inbound and Outbound Travel Regulations. 20
6. Write a brief note on various modes of transport. 20
7. What are the various types of accommodation? Discuss each in brief. 20
8. Write short notes on the following: 5x4=20
 - a) Alternative Tourism
 - b) Seasonality in Tourism
 - c) Carrying Capacity
 - d) Grand Tour
9. Discuss in detail the social, political and environmental impact of tourism. 20
10. What do you understand by tourism planning? Discuss the need for tourism planning. 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/2021**

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 mean by tourism products? Describe features of Indian tourism products. 20
2. Describe the tourism potential of the Prince of Wales Museum, Mumbai. 20
3. Analyse the success story of Khajuraho Dance Festival. Why do local people nurture negative feelings towards the festival? 20
4. What is the importance of cuisines and customs in travel and tourism field? Give suitable examples. 20
5. Why is it essential for tourism professionals to sensitise visitors towards the feelings of the local populace? 20
6. Describe the places a tourist can visit while residing at Kovalam. 20
7. What is Pilgrimage tourism? Critically analyse the future of pilgrimage tourism in India. 20
8. Write an essay on Kalinga-Bali-Yatra. 20
9. Describe European Tourist Market for India. 20
10. Write short notes on the followings 10x2=20
 - a) SITA
 - b) The Heritage Hotels

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

Course Code: TS-3
Total Mark: 100

Programme: MTTM/MTM
Assignment Code: TS-3/TMA/2021

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 Management Levels? Discuss the functions of management. 20
2. Explain the skills and qualities required in an entrepreneur. Also discuss the process of establishing an enterprise. 20
3. What is partnership? Differentiate between Partnership and Joint Stock Company. 20
4. What do you understand by planning? Discuss the steps in planning. 20
5. What do you understand by Interpersonal Behaviour? Discuss in detail the model of Johari Window. 20
6. Explain in detail the role of Human Resource Management in Tourism. 20
7. What is a budget? Discuss in detail the types of budgets. 20
8. Write short notes on the following: 5x4=20
 - a) Management Information System
 - b) Setting up a Travel Agency
 - c) PR in Tourism Marketing
 - d) Food Service Hygiene
9. Discuss in detail the importance of product knowledge in packaging tours. 20
10. Write a detailed note on Planning Conventions. 20

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

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

**Programme: MTTM/MTM
Assignment Code: TS-6/TMA/2021**

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 'marketing'? Explain why marketing of tourism products is different from marketing of products of other industries. 20
2. What do you understand by Competitive analysis? Explain various strategic options of analyzing competition in the travel trade 20
3. Elaborate the role of public and private sectors in the development of tourism. 20
4. Write short notes on the following in about 150 words each: (5x4=20)
 - a) Geographical segmentation
 - b) International Tourism
 - c) Purpose of marketing Research
 - d) Responsible Tourism
5. Discuss the relevance of People, Process and Physical Evidence as the 5th P of Marketing Mix in tourism. 20
6. Explain the various types of Distribution channels. What are the important factors to be considered while selecting a distribution channel? 20
7. Identify and explain the various factors which contribute towards seasonality in tourism. Suggest measures to combat the seasonality issues in tourism. 20
8. As the Marketing Manager of a newly established mid-size hotel in a metropolitan city, how would you market the hotel? 20
9. Differentiate between Supplementary and Alternative types of accommodation. Explain various considerations that should be kept in mind while establishing and marketing alternative accommodations. 20
10. Explain the various features of airlines marketing. What are the benefits of having an appropriate Marketing plan for airlines business? 20