

**MASTER OF ARTS (TOURISM MANAGEMENT)**

**Term-End Examination**

**December, 2013**

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

*Time : 3 hours*

*Maximum Marks : 100*

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

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1. Explain the responsibilities of a manager towards customers. 20
2. What do you understand by planning ? What are the components of planning to ensure that it is effective and succeeds in achieving its objectives ? 20
3. How would you classify managers ? List various sets of skills required at each level of operation. 20
4. Discuss theory X and Y of leadership. Why should a tourism professional study leadership styles ? 20
5. Write short notes on **any two** of the following in about **300** words each : 20
  - (a) Mission
  - (b) Objectives
  - (c) Goals

6. What do you understand by MBO ? Discuss the benefits and limitations of MBO. 20
  7. Define Conflict. Explain different types of conflicts at various levels of management. 20
  8. Write short notes on **any two** of the following in about **300** words each : 20
    - (a) Matrix structure
    - (b) Network structure
    - (c) Levels of Management
  9. What do you understand by informal communication ? What are the barriers to effective communication ? 20
  10. Why is planning necessary ? Differentiate between strategic and operational planning. 20
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