

00783
8200

**MASTER OF ARTS
TOURISM MANAGEMENT (MTM)/MASTER
OF TOURISM AND TRAVEL MANAGEMENT
(MTTM)**

Term-End Examination

December, 2016

**MTM-001/MTTM-001 : MANAGEMENT
FUNCTIONS AND BEHAVIOUR IN TOURISM**

Time : 3 hours

Maximum Marks : 100

Note : (i) *Attempt any five questions in about 600 words each.*
(ii) *All questions carry equal marks.*

1. "Survival of the fittest" is the law of the jungle which is equally applicable to the competitive market. Analyse the statement by citing examples from the travel and tourism industry. 20
2. As a manager what responsibilities do you have towards the society and Government. Substantiate your answer with suitable examples from travel and tourism industry. 20
3. How different skills are used in order to meet the organisational needs ? Give suitable examples. 20
4. Write an essay on various "Modes of Conflict Management". 20

5. What do you understand by communication channel ? Why is effective communication necessary for achieving set targets by any organisation ? 20
6. How would you design the management structure of a service organisation ? Substantiate your answer with suitable examples. 20
7. Discuss the use of feedback system in control process. Also discuss some methods of control and their frequency of use. 20
8. Discuss the significance of inter-personal relationship in tourism industry. Give relevant examples. 20
9. Write short notes on the following : 10+10=20
- (a) Trait Theory
 - (b) Managerial Grid Theory
10. Write short notes on **any two** of the followings in about 300 words each : 10+10=20
- (a) Group Cohesiveness
 - (b) Theory X and Y
 - (c) Hawthorne Studies
-