

No. of Printed Pages : 3 **MTM-01/MTTM-01**

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

**Term-End Examination**

**June, 2021**

**MTM-01/MTTM-01 : MANAGEMENT FUNCTIONS  
AND BEHAVIOUR IN TOURISM**

*Time : 3 Hours*

*Maximum Marks : 100*

**Note :**(i) *Answer any five questions in about  
600 words each.*

*(ii) All questions carry equal marks.*

1. "Creativity can flourish best when allowed full freedom with minimum rules and regulations." Analyze the statement. 20
2. Write an essay on "Managerial skills at various levels." 20

3. Write short notes on the following : 5×4=20
  - (a) Strategy
  - (b) Policies
  - (c) Programmes
  - (d) Procedures
4. What do you understand by 'Effective Decision-Making' ? Discuss kind of roadblocks that can impede managerial effectiveness in arriving at the most suitable decision. 20
5. Discuss the relationship between leadership style and organizational culture. Give suitable examples from travel and tourism industry. 20
6. Why change in the organisation is necessary ? Differentiate between individual change and organisational change. Also discuss different stages of organisational change. 20
7. How would you design the structure of a service organisation ? 20

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8. What are various types of communication ?  
Discuss the importance of communication in  
the service industry. 20
9. What do you understand by planning  
framework ? For developing a plan framework  
which aspects should be taken into account ? 20
10. How interpersonal problems should be  
resolved ? Give suitable examples for travel and  
tourism field. 20