No. of Printed Pages: 4

TS-03

## TOURISM STUDIES (CTS, DTS, BTS, BHM (Ex Diploma), MTM-II)

## Term-End Examination February, 2021

**TS-03: MANAGEMENT IN TOURISM** 

Time: 3 hours Maximum Marks: 100

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

- 1. What do you understand by management levels? Discuss the roles and responsibilities of a manager.

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- **2.** Write short notes on any two of the following:  $2\times10=20$ 
  - (a) SWOT Analysis
  - (b) Market Demand Analysis
  - (c) Opportunity Scanning/Sensing Identification (OSI)
- **3.** What do you understand by organisational culture? Discuss the dimensions and determinants of organisational culture.

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Write sho following:	rt notes	on	any	two	of		0=20
(a) Delega	tion of Aut	thorit	y				
(b) Depart	mentalisa	tion					
(c) Divisio	on of Work						
the need f	for monito	•		_	_		20
Resource M	anagemen	t in t	ourisn	n. Sub			20
•		•		-		_	20
							20
				-	rtan	ce of	20
associated your answe	with the er with su	airlin	e ind	ustry.	Sup	port	20
	following:  (a) Delegate (b) Depart (c) Division  What do you the need of process of common services of comm	following:  (a) Delegation of Aut (b) Departmentalisa (c) Division of Work  What do you understathe need for monitor process of control.  Write a detailed note Resource Management your answer with suit  What do you understate What aspects would your description with the difference of the control of the co	following:  (a) Delegation of Authority (b) Departmentalisation (c) Division of Work  What do you understand by the need for monitoring process of control.  Write a detailed note on in Resource Management in the your answer with suitable end what do you understand by What do you understand by What aspects would you confunds?  What are the different segmentation? How does industry?  What are FAM tours? Disciproduct knowledge in packate Critically analyse the contraction associated with the airling your answer with suitable contractions.	following:  (a) Delegation of Authority (b) Departmentalisation (c) Division of Work  What do you understand by control the need for monitoring performances of control.  Write a detailed note on importance Resource Management in tourism your answer with suitable example.  What do you understand by finance What aspects would you consider funds?  What are the different base segmentation? How does it he industry?  What are FAM tours? Discuss the product knowledge in packaging to Critically analyse the contemporal associated with the airline indigour answer with suitable example.	following:  (a) Delegation of Authority (b) Departmentalisation (c) Division of Work  What do you understand by controlling? the need for monitoring performance process of control.  Write a detailed note on importance of Resource Management in tourism. Subjuct your answer with suitable examples.  What do you understand by financial play What aspects would you consider beforfunds?  What are the different bases for segmentation? How does it help the industry?  What are FAM tours? Discuss the imporpoduct knowledge in packaging tours.  Critically analyse the contemporary chassociated with the airline industry, your answer with suitable examples in the second process.	following:  (a) Delegation of Authority (b) Departmentalisation (c) Division of Work  What do you understand by controlling? Expense the need for monitoring performance in process of control.  Write a detailed note on importance of Hur Resource Management in tourism. Substant your answer with suitable examples.  What do you understand by financial planning What aspects would you consider before rainfunds?  What are the different bases for massegmentation? How does it help the tour industry?  What are FAM tours? Discuss the important product knowledge in packaging tours.  Critically analyse the contemporary challed associated with the airline industry. Suppour answer with suitable examples from	following:  (a) Delegation of Authority (b) Departmentalisation (c) Division of Work  What do you understand by controlling? Explain the need for monitoring performance in the process of control.  Write a detailed note on importance of Human Resource Management in tourism. Substantiate your answer with suitable examples.  What do you understand by financial planning? What aspects would you consider before raising funds?  What are the different bases for market segmentation? How does it help the tourism industry?  What are FAM tours? Discuss the importance of product knowledge in packaging tours.  Critically analyse the contemporary challenges associated with the airline industry. Support your answer with suitable examples from the

## पर्यटन अध्ययन (सी.टी.एस., डी.टी.एस., बी.टी.एस., बी.एच.एम. (एक्स डिप्लोमा), एम.टी.एम.-II) सत्रांत परीक्षा फरवरी, 2021

टी.एस.-03: पर्यटन में प्रबंध

समय : 3 घण्टे अधिकतम अंक : 100

नोट: किन्हीं **पाँच** प्रश्नों के उत्तर लगभग 600 शब्दों (प्रत्येक) में दीजिए। सभी प्रश्नों के अंक समान हैं।

- प्रबंध स्तरों से आप क्या समझते हैं ? प्रबंधक की भूमिकाओं और दायित्वों की चर्चा कीजिए ।
- **2.** निम्नलिखित में से किन्हीं *दो* पर संक्षिप्त टिप्पणियाँ  $2 \times 10 = 20$ 
  - (क) स्वोट (SWOT) विश्लेषण
  - (ख) बाज़ार माँग विश्लेषण
  - (ग) अवसर पर्यवलोकन/बोध पहचान (Opportunity Scanning/Sensing Identification (OSI))
- संगठनात्मक संस्कृति से आप क्या समझते हैं ? संगठनात्मक संस्कृति के आयामों और निर्धारकों की चर्चा कीजिए ।

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4.	निम्नलिखित में से किन्हीं <i>दो</i> पर संक्षिप्त टिप्पणियाँ						
	लिखिए: 2×10						
	(क) अधिकार सौंपना (प्रत्यायोजन)						
	(ख) विभागीकरण						
	(ग) काम का बँटवारा						
<b>5.</b>	नियंत्रण से आप क्या समझते हैं ? नियंत्रण की प्रक्रिया में कार्य-निष्पादन निगरानी की आवश्यकता की व्याख्या						
	कीजिए ।	20					
6.	पर्यटन में मानव संसाधन प्रबंधन के महत्त्व पर एक विस्तृत टिप्पणी लिखिए । उपयुक्त उदाहरणों के साथ अपना उत्तर पुष्ट						
	कीजिए ।	20					
7.	वित्तीय नियोजन से आप क्या समझते हैं ? धन उगाही से पहले आप किन पहलुओं पर विचार करना चाहेंगे ?	20					
8.	बाज़ार खंडीकरण के विभिन्न आधार क्या हैं ? पर्यटन उद्योग में इससे किस प्रकार मदद मिलती है ?	20					
9.	फैम टुअर्स क्या हैं ? पर्यटन ट्रूर पैकेज बनाने में उत्पादों की जानकारी के महत्त्व की चर्चा कीजिए।	20					
10.	एयरलाइंस उद्योग से संबंधित समकालीन चुनौतियों का आलोचनात्मक विश्लेषण कीजिए । एयरलाइंस क्षेत्र से उपयुक्त उदाहरणों का उल्लेख करते हुए अपना उत्तर						
	लिखिए । ———	20					