

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**

**December, 2021**

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

*Time : 3 Hours*

*Maximum Marks : 100*

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

(ii) All questions carry equal marks.

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1. Who is a professional manager ? Why should a manager keep a close eye on competition ? Substantiate your answer with suitable examples. 20

2. Which kind of managerial skills are required for building an institution or organisation ? Give suitable example from travel and tourism industry. 20
3. Discuss the role of strategy and policies in any tourism organisation. Why are these needed ? 20
4. Write short notes on the following : 10 each  
(a) Dimensions of organisational culture  
(b) Determinants of organisational culture
5. Why conflict and change are considered necessary for the growth and development of any organisation ? 20
6. Write short notes on the following : 10 each  
(a) Matrix structure  
(b) Vertical structure
7. What is the significance of communication in managerial jobs ? Substantiate your answer with suitable examples from tourism industry. 20

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8. What is a Psychological and Organisational barrier of communication ? How would you make personal communication effective ? 20
9. What is inter-departmental conflict ? Discuss some common warning signals for inter-departmental conflict. 20
10. Write an essay on “Leadership styles in service industry”. 20