

01456

**MASTER OF ARTS
(TOURISM MANAGEMENT)**

Term-End Examination

June, 2016

**MTM-01 : 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. "Humans are by far the most critical resource of an organisation. No amount of money, materials and machines can produce results by themselves". Analyse the statement by citing examples from travel and tourism industry. **20**
2. What is Management Information System (MIS) ? Why should a manager understand the nature and flow of information for designing an effective MIS ? **20**
3. Discuss various managerial skills and roles required for institution building. Substantiate your answer with suitable examples. **20**
4. Elaborate the importance of Mission, Objectives and Strategy for a tourism organisation. How are these inter-related ? **20**
5. What do you mean by "Key Result Areas (KRAs) ? Set the objectives of KRAs in a tour operation firm. **20**

6. Why change in the organisation is necessary ? 20
Enlist some of the changes which have affected almost all organisations in the past few decades ?
7. Write short notes on the following : 10+10=20
(a) Degree of Decentralisation
(b) Span of Control
8. How would you design the structure of a service organisation ? Substantiate your answer with suitable examples. 20
9. Define constructive confrontation. What are the principles to be observed for improving the effectiveness of confrontation ? 20
10. Write short notes on the following : 10+10=20
(a) Hawthorne Studies
(b) Theory X and Y
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