

No. of Printed Pages : 3 **MTM-1/MTTM-1**

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

Term-End Examination

June, 2020

**MTM-1/MTTM-1 : 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. As a manger what responsibilities do you have
towards the society and government ? 20

P. T. O.

2. Why should a manager have leading skills ?
How different skills are related with different managerial level ? Give suitable examples from travel and tourism industry. 20
3. Write short notes on the following : $10 \times 2 = 20$
 - (a) Managerial Ethos
 - (b) Determinants of Organizational Culture
4. Examine the modes through which conflicts can be handled so as to result in optimal unit performance. Also discuss positive and negative impacts of conflict. 20
5. Elaborate different strategies of implementing changes in the organization. Give suitable examples form travel and tourism industry. 20
6. What do you mean by formal and informal organizations ? What are the different external factors which influence choice of organizational structure ? 20
7. How would you design the structure of a service organization ? Substantiate your answer with suitable example from tourism industry. 20

8. Write an essay on "Communication Process". 20
9. "Tourism management as well as tourism operations require extra-ordinary care in order to satisfy the tourist." Analyze the statement and substantiate your answer with suitable examples. 20
10. Write short notes on the following : 10×2=20
 - (a) Leadership styles
 - (b) Group Dynamics