

MASTER'S IN TOURISM MANAGEMENT

Term-End Examination

June, 2005

MTM-1 : MANAGEMENT FUNCTIONS AND BEHAVIOUR IN TOURISM

Time : 3 hours

Maximum Marks : 100

Note : Attempt any **five** questions in about 600 words each.

1. Discuss the manager's responsibilities towards customers and shareholders. 20
2. Write an essay on managerial skills. 20
3. Discuss basic steps involved in designing a control process. 20
4. Write short notes on any **two** of the following in about 300 words each : 10+10
 - (a) Systems concept
 - (b) Leadership skills
 - (c) Organisational change
5. Define MBO and its objectives. What are its advantages and limitations ? 10+10

6. Explain different phases of decision-making process. 20
7. Discuss the significance of inter-dependence and inter-relationship among various sectors of a trade. Give examples from tourism industry. 20
8. Differentiate between Line management and Staff management. Which one would you consider more crucial in case of a service organisation ? 10+10
9. Explain with example the functional consequences of conflicts for any organisation. 20
10. Why should 'decentralisation' be an effective choice for product differentiation ? Give examples. 20

MASTER'S IN TOURISM MANAGEMENT**Term-End Examination****June, 2005****MTM-2 : HUMAN RESOURCE PLANNING
AND DEVELOPMENT IN TOURISM***Time : 3 hours**Maximum Marks : 100*

Note : Attempt any *five* questions in about 600 words each.

1. Discuss objectives of Human Resource Planning with special reference to tourism. 20
2. What is the significance of manpower forecast ? Discuss its various types. 20
3. Define the following in about 100 words each : 5+5+5+5
 - (a) Replacement Cost
 - (b) Human Resource Audit
 - (c) Demand for Tourism
 - (d) Population Structure
4. Write an essay on HRD system in a tourism organisation. 20

5. What is the relationship between task analysis and contextual analysis ? Give examples. 20
6. Write short notes on any **two** of the following in about 300 words each : 10+10
- (a) HRD in Public Sector
 - (b) Organisational Climate
 - (c) R.O.R. (Rate of Return) Approach
7. Differentiate between Job classification and Grade description. How do they help in job ranking ? 10+10
8. What do you understand by human resource value ? How do we determine this value ? 20
9. Write an essay on the functions of HRD department in a service organisation. 20
10. Discuss the objectives of Human Resource Accounting in relation to the process of Human Resource Management. 20

MASTER'S IN TOURISM MANAGEMENT**Term-End Examination****June, 2005****MTM-3 : MANAGING PERSONNEL IN
TOURISM***Time : 3 hours**Maximum Marks : 100*

Note : *Attempt any **five** questions in about 600 words each.*

1. Define Personnel Management. What functions does it perform in an organisation ? 20

2. Why is training essential ? What methods are adopted in this regard ? 20

3. What is the meaning and scope of interviews ? Enlist the various types of interviews applicable in tourism industry. 10+10

4. Write short notes on any **two** of the following in about 300 words each : 10+10
 - (a) Reward Policy
 - (b) Staffing
 - (c) Allowances

5. What do you understand by indiscipline ? As a manager of a travel agency, how will you deal with indiscipline ? 20
6. Enlist various guiding principles for formulation of salary structure for different ranks of employees. 20
7. Define in 100 words each : 5+5+5+5
- (a) Career Path
 - (b) Corporate Policy
 - (c) Morale
 - (d) Retraining
8. Define and differentiate between suspension, dismissal and retrenchment. 20
9. Discuss the position of women in tourism. Suggest ways to improve it. 20
10. Discuss the significance of Performance Appraisal in travel and tourism industry. How can we make it more effective ? 20

MASTER'S IN TOURISM MANAGEMENT**Term-End Examination****June, 2005****MTM-4 : INFORMATION MANAGEMENT
SYSTEMS IN TOURISM***Time : 3 hours**Maximum Marks : 100*

Note : Attempt any **five** questions in about 600 words each.

1. Discuss the various modes of generating information for tourism industry. 20
2. What are the various properties of Data ? How can it be useful to tourism industry ? 20
3. Explain the framework for an MIS. 20
4. Write short notes on any **two** of the following in about 300 words each : 10+10
 - (a) Concept of DBMS
 - (b) Computers and Decision making
 - (c) Internet and Tourism

5. What do you understand by network structures ? Explain their types and forms. 20
6. Why are personal computers affected by virus ? How would you protect and treat your PC in case of virus problem ? 20
7. How important are cyber laws for users and service providers ? How can we improve the existing legislations on computer piracy and hacking ? 20
8. What do you mean by Systems Analysis ? What is its role in revolutionising the airline sector ? 10+10
9. What do you understand by System Life Cycle ? Which stage do you consider most crucial for a system analyst to handle ? 10+10
10. Define the following in about 100 words each : 5+5+5+5
- (a) CD-ROM
 - (b) CRS (Computerised Reservation System)
 - (c) DFD (Data Flow Diagram)
 - (d) CBIS (Computer Based Information System)

MASTERS IN TOURISM MANAGEMENT**Term-End Examination****June, 2005****MTM-5 : ACCOUNTING AND FINANCE FOR
MANAGERS IN TOURISM**

Time : 3 hours

Maximum Marks : 100

Note : Attempt any **five** questions. All questions carry equal marks.

1. What do you understand by accounting standards ? What is the accounting standard in India ? 20

2. What do you mean by Absorption costing and Marginal costing ? Outline the difference between these two methods. 20

3. Write short notes on any **two** of the following in 250 words each : 10+10
 - (a) CVP Analysis
 - (b) Balance Sheet
 - (c) Inventory

4. Define Profit. Distinguish between Gross, Operating and Net Profit. 10+10
5. What is working capital ? How do you analyse the changes in working capital ? 20
6. Distinguish between Master budget and Purchase budget. What considerations are necessary in preparation of such budgets ? 20
7. Discuss various factors which affect the dividend decisions of a firm. 20
8. Define the following : 5+5+5+5
- (a) Prepaid expenses
 - (b) Inventory
 - (c) Financial leverage
 - (d) Fundamental accounting ratios
9. Define the linkage between Profit and Loss Account and Balance Sheet. Which of these occupies a more important place and why ? 20
10. Explain different methods being used for depreciation. 20

MASTERS IN TOURISM MANAGEMENT**Term-End Examination****June, 2005****MTM-6 : MARKETING FOR TOURISM
MANAGERS**

Time : 3 hours

Maximum Marks : 100

Note : Attempt any **five** questions. Each question carries equal marks.

1. Discuss the characteristics of service industry. How do they influence the service marketing ? 10+10

2. Write short notes on any **two** of the following in 300 words each : 10+10
 - (a) Social marketing
 - (b) Marketing organisation
 - (c) Training of sales personnel

3. What do you understand by Demand Forecasting ? Is it essential for marketing tourism products ? 10+10

4. What are the various determinants of pricing ? How would they affect the pricing of a tour package ? 20

5. How does new product development affect choice of marketing mix ? 20
6. Discuss the relationship between sales and promotion with relevant examples. 20
7. Differentiate between a buyer and a user. What do you understand by decision making process of a buyer ? 10+10
8. Differentiate between any *two* : 10+10
- (a) Advertising and Publicity
 - (b) Branding and Trade mark
 - (c) Competition and Market conditions
9. What do you mean by packaging in tourism marketing ? What are its advantages to consumers ? 20
10. Discuss the alternative channels of distribution. 20

MASTER'S IN TOURISM MANAGEMENT**Term-End Examination****June, 2005****MTM-7 : MANAGING SALES AND
PROMOTION IN TOURISM***Time : 3 hours**Maximum Marks : 100*

Note : Attempt any **five** questions in about 600 words each.

1. Prepare a sales strategy for a tourism firm of your choice. 20
2. Explain the scope and nature of sales functions. 20
3. Why is there growing importance of personal selling ?
What are its advantages ? 20
4. Write short notes on any **two** of the following in about
300 words each : 10+10
 - (i) Corporate goals
 - (ii) Sales territory designing
 - (iii) Channel support and coordination

5. Define Promotion. What are the various elements of promotion mix ? 20
6. Enlist some of the qualities of a good salesperson. How does Internet offer a challenge to the salesperson ? 20.
7. "Advertising changes and models the purchasing habits of Indian consumers." Do you agree with this statement ? Give examples. 20
8. Discuss the role of non-verbal behaviour in sales presentations. Prepare a list of a few non-verbal effective postures for sales presentation. 20
9. Discuss the importance of measuring the performance of sales promotion. 20
10. Define sales negotiations. Discuss some of the principles of negotiations. 20

MASTER'S IN TOURISM MANAGEMENT**Term-End Examination****June, 2005****MTM-8 : MANAGING ENTREPRENEURSHIP
AND SMALL BUSINESS IN TOURISM***Time : 3 hours**Maximum Marks : 100*

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

1. What do you understand by entrepreneurship ? Mention the skills of an-entrepreneur. 20
2. Discuss the importance of site selection and choice of technology in starting a small business in tourism. 20
3. Discuss the options available in terms of financial resources to an entrepreneur. 20
4. Write an essay on financial management issues in SSE. 20
5. Why is market assessment necessary in small business ? 20
6. "Modern Human Resource policies are necessary for the growth of SSEs." Comment. 20

7. Discuss the managerial roles of an entrepreneur. 20
8. Write about 300 words each on the following : 10+10
- (i) Opportunity scanning
 - (ii) Organisational relations in SSEs
9. How would you prepare a business plan for an enterprise of your choice ? 20
10. Discuss the institutional interface of small scale industries. 20

MASTERS IN TOURISM MANAGEMENT**Term-End Examination****June, 2005****MTM-9 : UNDERSTANDING TOURISM
MARKETS***Time : 3 hours**Maximum Marks : 100*

Note : Attempt any **five** questions. All questions carry equal marks.

1. What do you understand by long haul tourist markets ?
How are they different from short haul markets ? 10+10
2. Discuss the relevance of market segmentation in understanding tourism markets. 20
3. Discuss the role of forecasting in tourism marketing. 20
4. Write short notes on any **two** of the following (each in 300 words) : 10+10
 - (a) Motivations in tourism
 - (b) Market constraints
 - (c) East Asia as an outbound tourist market for India

5. How do you generate information about tourism markets ?
Discuss role of Internet at length. 20
6. Define the following : 5+5+5+5
- (a) Average length of stay
 - (b) Market placement
 - (c) Peak and Lean periods of arrival
 - (d) Specialised publications
7. Write an essay on India as a tourist destination for all seasons and for all budgets. 20
8. Discuss the role of targeting and positioning for an up-budget tourist market like the US for India. 20
9. Discuss the potentials of NRIs as a tourism market for India. 20
10. Write an essay on emerging trends in tourism. 20

MASTER'S IN TOURISM MANAGEMENT**Term-End Examination****June, 2005****MTM-10 : TOURISM IMPACTS**

Time : 3 hours

Maximum Marks : 100

Note : Attempt any *five* questions in about 600 words each.

1. Write an essay on the sustainable development debate in tourism. 20
2. Discuss the impacts of tourism on local economy. 20
3. "Tourism can be both a boon and a curse for wildlife conservation." Comment. 20
4. Is there a need for code of ethics amongst the various players in tourism ? 20
5. How does GATS affect tourism ? 20
6. Mention the issues involved in Guest-Host interaction and attitudes. 20

7. What remedial measures can you adopt for checking sex tourism ? 20
8. How has commercialisation affected cultures ? What role does tourism play in this ? 20
9. What do you understand by politics of tourism ? Is tourism used as a political tool by some countries ? 20
10. Write an essay on tourist arts keeping in view the issue of authenticity. 20

MASTER'S IN TOURISM MANAGEMENT**Term-End Examination****June, 2005****MTM-11 : TOURISM PLANNING AND
DEVELOPMENT***Time : 3 hours**Maximum Marks : 100*

Note : Attempt any **five** questions in about 600 words each.

1. For planning of ecofragile areas for tourism, what type of environmental considerations would you keep in mind ? 20
2. How would you plan to enhance the economic benefits of tourism ? 20
3. Write notes on any **two** of the following in about 300 words each : 10+10
 - (a) Government's role in Planning
 - (b) Public and Private sector
 - (c) Components of tourism development
4. How do you plan and manage cultural attractions ? 20

5. Which international bodies are involved in tourism planning ? What do you know about WTO ? 20
6. Discuss the importance of local level planning in tourism. 20
7. What do you understand by tourism carrying capacity ? Answer with examples. 20
8. What do you understand by plan formulation ? Mention the checklist techniques. 20
9. How would you plan for : 10+10
- (i) Theme parks
 - (ii) Conventions
10. Write an essay on strategic and tactical planning. 20

MASTER'S IN TOURISM MANAGEMENT**Term-End Examination****June, 2005****MTM-12 : TOURISM PRODUCTS : DESIGN
AND DEVELOPMENT***Time : 3 hours**Maximum Marks : 100*

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

1. Discuss the characteristics of services. 20
2. Mention the steps and issues involved in designing a tourism product of your choice. 20
3. Discuss the stages in destination designing and management. 20
4. Write an essay on special interest tourism. 20
5. Mention the possibilities of culture being offered as a tourism product. 20
6. Not all attractions can be converted into tourism products in a vast country like India. Comment. 20

7. Write notes on any **two** of the following in about 300 words each : 10+10
- (a) Sariska Tiger Resort
 - (b) Tourist behaviour
 - (c) Product positioning
8. Write an essay on Health tourism as a potential product for tourism. 20
9. What do you understand by ethnic and rural tourism ? 20
10. The future of tourism lies in small resorts. Comment. 20

MASTER'S IN TOURISM MANAGEMENT**Term-End Examination****June, 2005****MTM-13 : TOURISM OPERATIONS**

Time : 3 hours

Maximum Marks : 100

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

1. Write an essay on quality management and customer care. 20
2. How would an escort manage a tour ? 20
3. What do you understand by Residents' concerns ? Why should they be respected in tourism operations ? 20
4. Mention the inhouse operations of a tour operator. 20
5. Write notes on any **two** of the following in about 300 words each : 10+10
 - (i) Inbound and outbound operations
 - (ii) Inter-sectoral linkages in tourism
 - (iii) Use of technology in travel agency

6. How does a travel agency promote its products ? 20
7. How do you manage front office operations ? 20
8. What are the functions of house-keeping department ? 20
9. How are hospitality operations managed in unorganised sector? 20
10. What do you understand by tourism operations ? Mention the elements involved in it. 20

MASTERS IN TOURISM MANAGEMENT**Term-End Examination****June, 2005****MTM-14 : TOURIST TRANSPORT
MANAGEMENT (ROAD TRANSPORT)**

Time : 3 hours

Maximum Marks : 100

Note : Attempt any **five** questions. Each question carries equal marks.

1. Discuss the role of road transport in promotion of tourism. 20
2. Define the principles of Operations Management. Describe their relevance to tourist transport management. 20
3. Write short notes on any **two** of the following in 300 words each : 10+10
 - (a) Product designing for tourist transport (Road)
 - (b) Role of Tourist Transport Associations
 - (c) Market Segmentation for tourist transporters
4. Write an essay on car rental agency operations in India. 20

5. Why is it necessary for tourist transporters to be aware of transport laws and regulations ? 20
6. Mention the skills required for the drivers in tourism transport. How would you plan the updating of their knowledge and skills ? 20
7. Mention the infrastructure and capital requirements for setting a tourist transport (road) business at a moderate level. 20
8. Enumerate various entrepreneurial qualities required in tourist transport business. 20
9. How would you cost the operations of an AC coach ?
What elements would form part of this costing exercise ? 20
10. What are the problems associated with selling of road tourist transport services ? 20

MASTER'S IN TOURISM MANAGEMENT**Term-End Examination****June, 2005****MTM-15 : MEETINGS, INCENTIVES,
CONFERENCES AND EXPOSITIONS (MICE)***Time : 3 hours**Maximum Marks : 100*

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

1. Discuss the linkages between business and leisure tourism. 20
2. Write an essay on incentive travel. 20
3. Mention the role of various players in convention industry.
Who are meeting planners? 20
4. What is the purpose of trade shows? Design a trade fair. 20
5. What role does location play in convention business? 20
6. How would you market and promote a convention? 20
7. Discuss the relevance of Information technology in convention management keeping in view on-site planning. 20

8. Discuss post-convention behaviour and tasks. 20
9. Write an essay on expositions as a marketing tool. 20
10. How would you manage incentive tours ? 20