

MASTER'S IN TOURISM MANAGEMENT

Term-End Examination

June, 2010

01648

MTM-3 : MANAGING PERSONNEL IN TOURISM

Time : 3 hours

Maximum Marks : 100

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

1. Discuss some of the important methods of recruitment in tourism industry. 20
2. Justify the relevance and application of Maslow's need hierarchy theory for Tourism and Travel related industry. 20
3. What is manpower planning ? What are its various levels of operation ? 10+10=20
4. Write short notes on *any two* of the following in about 300 words each : 10+10=20
 - (a) Personal Transfers
 - (b) Career Planning
 - (c) Employee Motivation and Productivity

5. Discuss the importance of Performance Appraisal. What are the advantages and disadvantages of Behavioural Anchored Rating Scales (BARS) ? 10+10=20

 6. How would you identify the training needs for middle level management in service sector ? Design a training programme for this group. 10+10=20

 7. Define Grievance. What are the features of an ideal grievance procedure ? 20

 8. Discuss the significance of Rewards and Promotion in Service Industry. Give examples for Tourism Industry. 20

 9. What steps would you like to recommend for promoting the well being of women employees in Travel and Tourism related organisations ? 20

 10. What is counselling ? How can counselling be used more effectively ? 10+10=20
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