

**MASTER OF ARTS IN TOURISM
AND TRAVEL
MANAGEMENT
(MTTM)**

Term-End Examination

June, 2026

**MTTM-001 : MANAGEMENT FUNCTIONS AND
BEHAVIOUR IN TOURISM**

Time : 3 Hours

Maximum Marks : 100

Note : (i) Attempt any **five** questions.

(ii) All questions carry equal marks.

1. Discuss the tasks performed by a manager
in managing an organisation effectively.

2. What are the different levels of management in an organization ? Explain the various types of managerial skills and specify which skills are essential at each management level. 20
3. Differentiate between organizational culture and organizational climate. Discuss any *two* determinants of organizational culture. 20
4. What are Key Result Areas (KRAs), and how do they relate to Management by Objectives (MBO) ? 20
5. What is 'Planning Framework' ? As a manager in a tourism organisation, how will you develop a planning framework for

managing the challenges impacting the
tourism and hospitality business ? 20

6. Discuss the various channels of
communication used in the service industry ?

Which channel is most effective for tourism
and hospitality businesses ? 20

7. What is a group in an organisation ? In
managing the organisation, how would
you make the groups into effective work
groups ? 20

8. What do you understand by delegation of
authority ? What are different forms of
delegation in an organisation ? 20

9. What is the concept of control as a management function ? Explain the various methods of control used in an organization.

20

10. Write short notes on the following :

2×10=20

(a) Managerial Grid Theory

(b) Theory X and Y

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