MTM–102/MTTM–102

Principles of Management

Master of Tourism and Travel Management

(MTM–12/MTTM–16/17)

First Semester, Examination, 2018

Time : 3 Hours　　　　　**Max. Marks : 40**

Note : This paper is of **forty (40)** marks containing **three (03)** Sections A, B and C. Learners are required to attempt the questions contained in these Sections according to the detailed instructions given therein.

Section–A

(Long Answer Type Questions)

Note : Section 'A' contains four (04) long answer type questions of nine and half $(9\frac{1}{2})$ marks each. Learners are required to answer *two* (02) questions only.

1. Write a detailed note on the nature, characteristics and importance of Management.

2. Write a descriptive note on the principles and steps of planning.

3. Describe the major theories of motivation.

4. Write a detailed note on the art of managing a tourism trade organization'.

Section–B

(Short Answer Type Questions)

Note : Section 'B' contains eight (08) short answer type questions of four (04) marks each. Learners are required to answer *four* (04) questions only.

1. Write in brief about the Mc Kinsey's Seven S school of Management.
2. Write in short about the process of Management.
3. Write a short note on importance of planning.
4. Write in brief about the Management by Objectives.
5. Write in short about the need and importance of control.
6. Discuss in short the communication process.
7. Write a short note on importance of organizing.
8. Write a short note on the management of GMVN.

Section–C

(Objective Type Questions)

Note : Section 'C' contains ten (10) objective type questions of half $\left(\frac{1}{2}\right)$ mark each. All the questions of this Section are compulsory.

1. The concept of destination life cycle was developed on the basis of the study carried out by :
   (a) Cohen
   (b) Butler
   (c) Neizel
   (d) Christie

2. The first man to use the term variance is :

(a) R. A. Fisher

(b) M. Stephanson

(c) Slesinger

(d) W. G. Cochran

3. The term "Grapevine Communication" is related to :

(a) Formal Communication

(b) Informal Communication

(c) Written Communication

(d) Vertical Communication

4. Which one of the following is the functions of personnel management ?

(a) Planning, Organising, Staffing, Directing and Controlling

(b) Planning, Organising, Coordinating, Budgeting and Controlling

(c) Procurement, Development, Compensation, Integration and Maintenance

(d) Perception, Development, Learning, Organisation and Behaviour

5. Planning is looking ahead and control is :

(a) Scanning environment

(b) Looking back

(c) Setting targets

(d) Defining objectives

6. Match the following :

   (i)   Sensitivity training   (A) Leadership

   (ii)   Hygiene factors   (B) Organizational
                                        Development

   (iii) Number of   (C) Motivation
          subordinates

   (iv)   Likert's   (D) Span of
          management system   management

   Codes :

	(i)	(ii)	(iii)	(iv)
(a)	(B)	(C)	(D)	(A)
(b)	(A)	(C)	(D)	(B)
(c)	(D)	(C)	(A)	(B)
(d)	(A)	(B)	(C)	(D)

7. Which of the following project appraisal method is not based on time value of money ?

   (a) Payback method

   (b) Net present value method

   (c) Internal rate of return method

   (d) Discounted payback method

8. With reference to Working Capital Management, the term 'float' relates to :

   (a) Inventory Management

   (b) Receivables Management

   (c) Cash Management

   (d) Marketable Securities

9. Douglas McGregor identified two opposing perspectives (Theory X and Theory Y) that he believed typified managerial views of employees and suggested that management must start with the basic question of how managers see themselves in relation to others. Which of the following is not correct about his theory ?

   (a) Theory X managers view people as having an inherent dislike of work

   (b) Theory X managers assume that people are self motivated and do not want to be directed

   (c) Theory Y managers assume that the average person will accept, even seek, responsibility

   (d) Theory Y managers view people as responsible and conscientious

10. Which of the following information processing systems give the output in the form of summary and exception reports that are useful to the managers ?

   (a) Decision support system

   (b) Management information system

   (c) Office automation system

   (d) Transaction processing system