

Roll No.

MTM–102/MTTM–102

Principles of Management

Master of Tourism and Travel Management

(MTM–12/MTTM–16)

First Semester, Examination, 2017

Time : 3 Hours

Max. Marks : 35

Note : This paper is of **thirty five (35)** marks containing **three (03)** sections A, B, C. 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 seven and half ($7\frac{1}{2}$) marks each. Learners are required to answer *two* (02) questions only.

1. Enumerate the steps in planning process.
2. Discuss the various roles of a manager.
3. Briefly discuss the different schools of management.
4. What are the different forms of communication ?
Discuss any *three* barriers in communication.

Section-B**(Short Answer Type Questions)**

Note : Section 'B' contains eight (08) short answer type questions of two and half ($2\frac{1}{2}$) marks each. Learners are required to answer *six* (06) questions only.

1. Explain vertical organizations.
2. What is intrinsic motivation ? Give an example.
3. What is Mass Tourism ?
4. How is forecasting different from planning ?
5. What is informal communication ? Illustrate with an example.
6. What do you understand by 'Democratic Leadership' ?
7. Explain any *two* objectives of controlling.
8. Discuss any *two* particular characteristics of Travel and Tourism Services.

Section-C**(Objective Type Questions)**

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

1. Informal communication is also referred to as :
 - (a) Grapevine
 - (b) Buzz
 - (c) Pipeline
 - (d) Noise

2. Which of the following is an advantage of the functional structure ?
 - (a) it follows principle of occupational specialization
 - (b) It permits growth and diversity of products and services
 - (c) There is better face-to-face communication with local interests
 - (d) There is improved environmental monitoring
3. The communication process is made up of various components. Which of the following is the actual physical product from the source ?
 - (a) Feedback
 - (b) Filter
 - (c) Message
 - (d) Channel
4. The number of subordinates a supervisor has refers to :
 - (a) Hierarchy
 - (b) Organizational Control
 - (c) Vertical Structure
 - (d) Span of Control
5. is the body of management thought, based on the premise that there is no single best way to manage because every situation and every manager is different.
 - (a) Open Systems Approach
 - (b) Administrative Approach
 - (c) Contingency Approach
 - (d) Behavioural Approach

6. The Theory Z approach has been developed by Frederick Winslow Taylor. (True/False).
7. The seven S of the McKinsey's Seven S model are 'Strategy, Structure, Society, Shared Values, Skill, Staff and Style'. (True/False)
8. Job Security is a Hygiene Factor. (True/False)
9. Max Weber is the founder of Administrative Management. (True/False)
10. Scalar chain is one of the principles of Scientific Management. (True/False)