

MTM-102/MTTM-102

Principles of Management

Master of Tourism and Travel Management

(MTM-12/MTTM-16/17)

First Semester, Examination, 2019

Time : 3 Hours

Maximum Marks : 40

NOTE: This paper is of forty (40) marks containing three Sections A,B and C. Attempt the questions contained in these Sections according to the detailed instruction given therein.

Section-A(Long Answer Type Questions)

Note: Answer any two questions. Each question carries

9^{1/2} marks.

(2 x 9^{1/2} = 19 Marks)

1. Write a descriptive note on the skills and roles desired in the management professionals.
2. Write an essay on the organizational structure and departmentalization by giving appropriate examples of the tourism organization.
3. Elaborate the challenges and strategies to be adopted for controlling in the tourism organization.
4. Write a detailed note on planning, managing and effective implementation of tourism mega-events with suitable example

Section – B(Short Answer Type Questions)

Note: Answer any four questions. Each question carries 4 marks. (4×4=16)

1. Write a short-note on the Evolution of the Management process.

2. Write in brief about the scientific school of Management.
3. Discuss in short about the types of planning.
4. Discuss the concepts of delegation, decentralization and span of control.
5. Write in short about the method of control.
6. Explain the nature and purpose of staffing in tourism businesses.
7. Write in short about the Management of KMVN.
8. Write a short-note on the unique features of the tourism and travel trade.

Section-C (Objective type Question)

Note: Answer all questions. Each question carries $\frac{1}{2}$ marks.

1. Satisfied customer will usually inform their friends by word of mouth. This is known as :
 - (a) Advertising
 - (b) Promotion
 - (c) Recommendation
 - (d) Publicity
2. Identifying smaller groups within a target market and developing products & services to satisfy these groups is called :
 - (a) Target marketing
 - (b) Market segmentation
 - (c) Franchising
 - (d) Direct sales

3. Which one from the following is not the benefit of delegation of authority :
 - (a) Reduces burden of the executives
 - (b) Reduces morale and confidence level of subordinates
 - (c) Encourage the opportunities for the division of labor
 - (d) Provides the opportunities for development and training of young executives
4. Which of the following is not featured in the list of principles of Management proposed by Fayol :
 - (a) Centralization
 - (b) Unity of direction
 - (c) Communication
 - (d) Division of work
5. Identify three prime functions of management:
 - (a) Dealing, measuring and calculating
 - (b) Delegating, monitoring and cooperating
 - (c) Directing, motivating and communicating
 - (d) Distributing, monitoring and communicating
6. Scalar chain refers to :
 - (a) The line of authority from top management to the lowest rank
 - (b) Degree to which subordinates are involved in decision making
 - (c) Every employees should receive order from only one superior
 - (d) People and materials should be in the right place at the right time

7. Frederick Winslow Taylor is best known for the introduction of which approach of management?
- (a) Scientific Management
 - (b) Behavioural Approach
 - (c) Division of Labour
 - (d) Ergonomics
8. Which one from the following is not the example of written communication?
- (a) Handbooks
 - (b) Magazines & Newsletters
 - (c) Personal instruction
 - (d) Circulars
9. Which one of the following theories is not aimed at explaining motivation?
- (a) Maslow`s theory
 - (b) Path Goal theory
 - (c) Vroom theory
 - (d) ERG theory
10. Which of the following refers to official objectives?
- (a) Indicates the basic purpose of the organization existence
 - (b) Managers involved in formulate and generate profits to the organization
 - (c) Relates to specific ends or things an organization seek and wish to accomplish
 - (d) Relates to resource that are allocated and specific outcomes expected to be generated.
