

**Subject : Principles of Tourism Management**

Day : Monday  
Date : 04/04/2016



Time : 11.00 AM TO 02.00 PM  
Max Marks : 70 Total Pages : 1

**N. B. :**

- 1) All questions are **COMPULSORY**.
- 2) Figures to the right indicate **FULL** marks.

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- Q.1** Answer **Any Four** questions out of **Five** : (20)
- i) Explain the role of ITDC in tourism.
  - ii) What are the advantages of MBO?
  - iii) Managerial skills and competencies
  - iv) Nature of scope of management in an organization
  - v) Maslow's Hierarchy of needs
- Q.2** Answer **Any One** question out of **Two** : (10)
- i) Explain the process of communication in an organization.
  - ii) What are the plans and policies initiated by the DoT for the development of tourism in India?
- Q.3** Answer **Any Two** questions out of **Three** : (10)
- i) What is the importance of Budgetary control in an organization?
  - ii) Explain the different leadership styles for effective management in an organization?
  - iii) Describe the process of MBO.
- Q.4** Answer **Any Two** questions out of **Three** : (10)
- i) Explain the process of staffing and training of travel agency staff.
  - ii) Explain the process of organizing in a tourism organization.
  - iii) What are the functions of a manager in an organization? Explain with the help of an example of a Travel Agency.
- Q.5** Answer **Any One** question out of **Two** : (10)
- i) How can employees in a travel agency be motivated to perform better? Explain with the help of a motivation theory.
  - ii) Explain the six schools of thought in management in brief.
- Q.6** Answer **Any One** question out of **Two** : (10)
- i) Explain the process of planning in a tourism organization.
  - ii) What are the principles of management put forth by Henri Fayol?

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