

Subject : Principles of Tourism Management

Day : Tuesday
Date : 04/10/2016

S.D.E.



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) Human relation school of thought.
- ii) Advantages of MBO.
- iii) Contribution of management towards social responsibility and ethics.
- iv) Objectives of planning.
- v) Organizational levels and departments in a Travel Agency.

Q.2 Answer **Any One** question out of **Two** : **(10)**

- i) Explain the steps in the planning process, along with an example of a package tour.
- ii) What is the process of communication? Explain the role of electronic media in communication.

Q.3 Answer **Any Two** questions out of **Three** : **(10)**

- i) Write a note on Budgets and Budgetary control.
- ii) Describe the process of MBO.
- iii) Explain Maslow's theory of motivation.

Q.4 Answer **Any Two** questions out of **Three** : **(10)**

- i) Define leadership. What are the different styles of leadership?
- ii) Define Staffing. Explain the process of recruitment, selection and training of travel agency staff.
- iii) How does effective organizing help to make staff more effective? Explain with tourism examples.

Q.5 Answer **Any One** question out of **Two** : **(10)**

- i) How can staff be motivated in an organization? Explain with the help of 2 motivation theories.
- ii) Explain the functions of a manager in an organization. Illustrate with examples.

Q.6 Answer **Any One** question out of **Two** : **(10)**

- i) Role of Ministry of tourism in development of tourism in India.
- ii) Explain the six schools of thought with respect to management.

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