

MASTER'S IN TOURISM MANAGEMENT

Term-End Examination

June, 2007

MTM-1 : MANAGEMENT FUNCTIONS AND BEHAVIOUR IN TOURISM

Time : 3 hours

Maximum Marks : 100

Note : Attempt any **five** questions in about 600 words each.

1. Discuss various managerial tasks which a professional manager performs to maintain firm's efficiency. 20

2. Why is it necessary for managers to maintain good relations with various segments of the society ? Give suitable examples. 20

3. Explain the significance of planning and controlling as a part of management processes. 20

4. Write short notes on any **two** of the following in about 250 words each : 10+10
 - (a) Managerial ethics
 - (b) Break-even analysis
 - (c) Business environment

5. Discuss the significance of communication for a business organisation. What barriers do you foresee for effective communication ? 10+10

6. Why is change necessary ? Discuss the nature of organisational change. 20

7. How would you classify managers ? Outline various sets of skills required at each level. 20

8. In the present situation of global trade competition, would you consider organisational redesigning as more suitable or organisational restructuring ? Give examples. 20

9. Explain with examples the difference and relationship between objectives, missions and goals of an organisation. 20

10. Write an essay on the planning process. 20