

**MASTER OF ARTS (TOURISM MANAGEMENT)**

**(CATEGORY 1 & 2)**

**(SEMESTERS 1 & 2)**

**MTM (First Year)  
Assignments Booklet  
2016  
(January Academic Cycle)**

**MTM - 1 TO 8  
and  
TS-1, 2, 3 and 6 (for Category II)**



**School of Tourism and Hospitality Services Sectoral Management  
Indira Gandhi National Open University  
Maidan Garhi, New Delhi – 110 068**

# MTM ASSIGNMENTS

Dear Student,

You will have to do **One** assignment in each of the courses, i.e., MTM-1 to 8 and TS-1, 2, 3 and 6. Only Category II students should attempt assignments of TS-1, 2, 3 and 6. All these are Tutor Marked Assignments (TMAs).

Before attempting the assignments please read the instructions provided in the MTM Programme Guide.

**Note:** All Assignments must be **submitted in time** in order to appear in the Term-end examination and they should be **sent to the Coordinator of your Study Centre**. You must mention your enrolment number, name, address, Assignment code and Study Centre Code on the first page of the assignment.

**You must obtain a receipt from the study centre for the assignments submitted and retain it. If possible,** keep a photocopy of the assignments with you.

**After evaluation, the assignments have to be returned to you by the study centre. Please insist for this and keep them as a record with you.** The Study Centre has to send the marks to SED Division at IGNOU, New Delhi.

## GUIDELINES FOR DOING ASSIGNMENTS

We expect you to answer each question in about 500 words or as mentioned in the assignment. You will find it useful to keep the following points in mind:

- 1) **Planning:** Read the assignment questions carefully. Go through the Units on which they are based. Make some points regarding each question and then rearrange them in a logical order.
- 2) **Organisation:** Be a little selective and analytic before drawing up a rough outline of your answer. Give adequate attention to your introduction and conclusion.

Make sure that your answer:

- a) is logical and coherent;
  - b) has clear connections between sentences and paragraphs; and
  - c) is written correctly giving adequate consideration to your expression, style and presentation.
- 3) **Presentation:** Once you are satisfied with your answers, you can write down the final version for submission, writing each answer neatly and underlining the points you wish to emphasise.

Wishing you all the best

**Programme Coordinator,  
(MTM)**

## DATE OF SUBMISSION OF ASSIGNMENTS

**Reminder:** All Assignment must be sent to the **Coordinator of your Study Centre**. You must mention your enrolment number, name, address, Assignment code and Study Centre Code in the first page of the assignment.

<b>Semester &amp; Courses (1<sup>st</sup> Year)</b>	
<b>Semester I</b>	<b>Semester II</b>
MTM 01	MTM 05
MTM 02	MTM 06
MTM 03	MTM 07
MTM 04	MTM 08

\* **Category 2** students will have to pass the following additional papers during the period of their study, preferably during the 1<sup>st</sup> Year itself (**TS 1 and TS 2 in the first semester and TS 3 and TS 6 in the second semester**)

### List of additional papers

TS 1: Foundation Course in Tourism

TS 2: Tourism Development: Products, Operations and Case Studies

TS 3: Management in Tourism

TS 6: Tourism Marketing

### **Date of Submission of Assignments**

<b>1<sup>st</sup> Year Registration / Session</b>	<b>Semester</b>	<b>Last Date of Submission</b>
<b>January 2016</b>	Semester I	31 <sup>st</sup> March 2016
	Semester II	30 <sup>th</sup> September 2016

**MTM is a semester wise programme. Students enrolled in January 2016 session are eligible to sit for the 1<sup>st</sup> semester courses (only) in the June 2016 Term End Exam.**

**IGNOU adopts a flexi-open learning system and option is available to the student to decide which course he/she will complete in a particular semester/year subject to the completion of a particular semester and the validity of their course registration.**

**Submit your assignment before the due date specified for only those courses which you plan to give the examination in a particular Term End Examination. For example, if you plan to sit for only MTM 1 and MTM 2 in the June 2016 TEE, submit assignments only for MTM 1 and 2 to your concerned Study Centre before 31<sup>st</sup> March 2016.**

**MTM-1**  
**MANAGEMENT FUNCTIONS AND BEHAVIOUR IN TOURISM**  
**(Tutor Marked Assignment)**

**Course Code: MTM-1**  
**Total Mark: 100**

**Programme: MTM**  
**Assignment Code: MTM-1/TMA/2016**

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**Note:** This TMA consists of **ten questions**, out of which you have to **attempt any five**. The question carries **20 marks each** and should be answered in about **500 words**.

Send your TMA to the Coordinator of your Study Centre.

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1. What is innovation? Discuss the role of real users in formation of new ideas. 20
2. Discuss the manager's responsibilities towards shareholders and competitors. 20
3. What is a system? What are the different kinds of System? 20
4. Write short notes on 10X2=20  
(a) Leading skills  
(b) National Tourism Organization
5. Describe Implicit Favorite Model of Decision Making. 20
6. Discuss socialization process and its impacts on organizational culture. Give a model which shows relationship between Ethos and OC. 20
7. Write an essay on "Types and Process of Conflict". 20
8. Differentiate between formal and informal organization structures. Substantiate your answer with suitable example. 20
9. What is cluster chain network? How would you make personal communication effective? 20
10. Write short notes on 10X2=20  
(a) Strategies of Control  
(b) Interpersonal Orientations and Associated Behavior.

**MTM-2: HUMAN RESOURCE PLANNING AND DEVELOPMENT IN TOURISM  
(Tutor Marked Assignment)**

**Course Code: MTM-2**

**Programme: MTM**

**Total Marks: 100**

**Assignment Code: MTM2/TMA/2016**

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**Note:** This TMA consists of **ten questions**, out of which you have to **attempt any five**. The question carries **20 marks each** and should be answered in about **500 words**.

Send your TMA to the Coordinator of your Study Centre.

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1. Why is Human Resource Planning (HRP) necessary in Tourism? Discuss the various approaches to HRP. 20
2. What are the methods through which an organization can gather Job information? List out their respective advantages and disadvantages. 20
3. Explain the dimensions of Manpower Supply and describe the database requirements for Manpower Supply Forecasting. 20
4. Differentiate between Job Analysis and Job Description. 20
5. Explain the Point Rating method of Job Evaluation highlighting its advantages and disadvantages. 20
6. Enumerate giving examples the qualities required to be an effective HRD Manager. 20
7. Discuss the potential applications of computers in Human Resource Management. 20
8. Explain the major factors which influence the choice of a Human Resource Accounting system 20
9. Discuss the principles in designing HRD systems. 20
10. Discuss the emerging trends in HRD related to Tourism and hospitality industry. 20

**MTM-3: MANAGING PERSONNEL IN TOURISM  
(Tutor Marked Assignment)**

**Course Code: MTM-3  
Total Mark: 100**

**Programme: MTM  
Assignment Code: MTM-3/TMA/2016**

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**Note:** This TMA consists of **ten questions**, out of which you have to **attempt any five**. The question carries **20 marks each** and should be answered in about **500 words**.

Send your TMA to the Coordinator of your Study Centre.

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1. What do you understand by personnel management? Discuss the objectives of personnel management. 20
2. Explain the need of a recruitment policy? Discuss any two methods of recruitment. 20
3. What do you understand by Induction process? Describe the importance of proper induction process. 20
4. Why is training needed in an organisation? Discuss various on the job training methods. 20
5. Discuss in detail the Maslow's need hierarchy. 20
6. Differentiate between career and manpower planning. What are the advantages of career planning? 20
7. What do you understand by career development programme? Discuss the limitations of career planning. 20
8. What do you understand by counselling? What are the skills and techniques required for counselling? 20
9. What is discipline? Explain the difference between the positive and negative concepts of discipline. 20
10. What is a grievance? What are the various types of grievances? How can the grievances be handled? 20

**MTM- 4: INFORMATION MANAGEMENT SYSTEM AND TOURISM  
(Tutor Marked Assignment)**

**Course Code: MTM-4**

**Total Marks: 100**

**Assignment Code: MTM-4/MTM/2016**

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**Note:** This TMA consists of **ten questions**, out of which you have to **attempt any five**. The question carries **20 marks each** and should be answered in about **500 words**.

Send your TMA to the Coordinator of your Study Centre.

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1. "Information Technology has revolutionized the way business was done in the Travel and Tourism Industry". Comment on the statement and substantiate your answer with suitable examples. **20**
2. Explain with the help of suitable examples the co-relation between Data, and Information. **20**
3. Discuss the modes of information generating in the tourism Industry. **20**
4. What are the various components of Computer Hardware? Discuss in details. **20**
5. Write Short notes on any two of the following: **2 X 10=20**
  - i. System Life Cycle
  - ii. Characteristics of Information
  - iii. CBIS in Tourism Sector
6. Critically analyse the social impact of computerisation. **20**
7. What do you understand by Perverse Software? Explain with examples. **20**
8. Discuss the strategic issues in Computer-Aided Decision –Making. **20**
9. Define Network. Explain in detail its various Network Topologies. **20**
10. Write short notes on any two of the following: **2 X 10=20**
  - i. Hacking & Prevention
  - ii. Types of Information
  - iii. Management Information Systems

# MTM-5: ACCOUNTING AND FINANCE FOR MANAGERS IN TOURISM

## (Tutor Marked Assignment)

**Course Code: MTM-5**

**Programme: MTM**

**Total Marks: 100**

**Assignment Code: MTM-5/TMA/2016**

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**Note:** This TMA consists of **ten questions**, out of which you have to **attempt any five**. The question carries **20 marks each** and should be answered in about **500 words**.

Send your TMA to the Coordinator of your Study Centre.

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1. Define Accounting. Enumerate its scope and emerging role in modern organizational set-up. 20
2. What are the purposes of accounting information? Explain the uses of earnings information. 20
3. Describe the different types of Expenses of a Tour Operation Company. 20
4. What do you understand by Cost Accounting? Describe the different types of Costs. 20
5. Explain the importance of Fund Flow statement and Cash Flow Statement. 20
6. How does Marginal Costing aid in decision-making and what are its limitations? 20
7. Explain the various categories of Budgets. 20
8. What are the features of an appropriate Capital structure? Explain the factors that need to be considered while taking a capital structure decision. 20
9. What is a Variance? Discuss the importance of Variance analysis in operational and management control 20
10. Discuss factors which usually affect Dividend Policy. 20



**MTM-6: MARKETING FOR TOURISM MANAGERS  
(TUTOR MARKED ASSIGNMENT)**

**Course Code: MTM-6**

**Total Marks: 100**

**Assignment Code: MTM-6/ MTM /2016**

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**Note:** This TMA consists of **ten questions**, out of which you have to **attempt any five**. The question carries **20 marks each** and should be answered in about **500 words**.

Send your TMA to the Coordinator of your Study Centre.

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1. Define “Marketing segmentation.” What is the significance of market segmentation in the tourism industry? Explain with the help of examples. **20**
2. What is meant by “Consumer Behaviour”? What are the factors that affect Consumer Behaviour in the Tourism Industry? **20**
3. Define Marketing and Marketing mix. Discuss in detail the various elements of Marketing Mix. **20**
4. Write a detailed note on Sales Promotion. Explain with relevant examples from the Tourism Industry. **20**
5. Write short notes on the following : : **4 X 5 = 20**
  - i. Publicity
  - ii. Packaging
  - iii. Personal Selling
  - iv. Social Marketing
6. What is Cyber - Marketing? Discuss the advantages and disadvantages of Cyber –Marketing. **20**
7. What is the difference between Product Line and Product Mix? What is the need for Product Modification and Diversification? **20**
8. What are the various determinants of Pricing? Explain with the help of suitable examples from the tourism and hospitality industry. **20**
9. Discuss the various approaches and methods of Sales forecasting. **20**
10. Write short notes on any two of the following: **2 X 10 = 20**
  - a) Tourism Product life cycle
  - b) Marketing of Services
  - c) Marketing Research

**MTM-7: MANAGING SALES AND PROMOTION IN TOURISM  
(TUTOR MARKED ASSIGNMENT)**

**Course Code: MTM-7**

**Total Marks: 100**

**Assignment Code: MTM-7/ MTM /2016**

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**Note:** This TMA consists of **ten questions**, out of which you have to **attempt any five**. The question carries **20 marks each** and should be answered in about **500 words**.

Send your TMA to the Coordinator of your Study Centre.

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1. How sales and distribution is interdependent? Substantiate your answer the suitable examples. 20
  
2. Describe the selling process. Evaluate the importance of personal selling under different conditions. 20
  
3. What is AIDAS theory of selling? How can you effectively meet sales resistance? 20
  
4. Write short notes on 10X2=20
  - (a) Principles of effective presentation
  - (b) Different steps of Negotiation
  
5. What are the various types of display? How displays are effectively managed? 20
  
6. What are the steps in territory planning? Give suitable examples. 20
  
7. What do you mean by sales forecasting? Why is it difficult to forecast the sales of a new product? 20
  
8. Describe the model of Marketing Communication Process. 20
  
9. Discuss the decision sequence analysis of promotional strategy. 20
  
10. Write short notes on: 10X2=20
  - (a) Role of Advertising Agency
  - (b) Creating Print Media Advertisement.

**MTM-8: MANAGING ENTREPRENEURSHIP AND SMALL BUSINESS  
IN TOURISM  
(Tutor Marked Assignment)**

**Course Code: MTM-8  
Total Mark: 100**

**Programme: MTM  
Assignment Code: MTM 8/TMA/2016**

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**Note:** This TMA consists of **ten questions**, out of which you have to **attempt any five**. The question carries **20 marks each** and should be answered in about **500 words**.

Send your TMA to the Coordinator of your Study Centre.

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1. What do you understand by Small Scale Industries (SSI)? Discuss the characteristics of SSIs. 20
2. What do you understand by financial planning? Mention the Indian perspective on financing SSI's. 20
3. What do understand by market orientation? Why should and entrepreneur go for market assessment? 20
4. How do families control a firm? Discuss the issues and problems in family business. 20
5. Write short note on any two of the following: 10x2=20
  - a. SWOT analysis.
  - b. Break-Even analysis.
  - c. Commercial Banks
6. Discuss the stages in tourism product design. 20
7. What do you understand by business plan? Explain the steps involved in the preparation of a business plan. 20
8. Discuss the various forms of business organization. Discuss the characteristics of a company. 20
9. What are the problems of tourism SSEs in India? 20
10. How is an opportunity identified? Discuss the alternate fields of self employment. 20

# **Additional Four Courses Assignment for Category II students**

**TS-1: FOUNDATION COURSE IN TOURISM  
(TUTOR MARKED ASSIGNMENT)**

**Course Code: TS-1  
Total Mark: 100**

**Programme: MTM  
Assignment Code: TS-1/TMA/2016**

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**Note:** This TMA consists of **ten questions**, out of which you have to **attempt any five**. The question carries **20 marks each** and should be answered in about **500 words**.

Send your TMA to the Coordinator of your Study Centre.

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|--|----|
| 1. Define tourism. Discuss the various types of tourism.   | 20 |
| 2. What is the importance of statistical records in tourism? Discuss the objective behind studying the history of tourism.           | 20 |
| 3. Discuss the aims of WTO.  | 20 |
| 4. Discuss the role of transport in tourism.   | 20 |
| 5. How do you prepare for a tour as an escort? What important things you take note of, as an escort while planning a tour?           | 20 |
| 6. Differentiate between goods and service products. Write a detailed note on the characteristics of service products with examples. | 20 |
| 7. Define a travel agency. Discuss in brief operations of travel agency.   | 20 |
| 8. Discuss various economic, social and environmental impacts of tourism.  | 20 |
| 9. Discuss the various kinds of media. Explain the importance of print media.  | 20 |
| 10. What do you understand by tourism marketing? Elaborate on the 4 Ps of marketing.   | 20 |

**TS-2: TOURISM DEVELOPMENT: PRODUCTS, OPERATIONS AND CASE STUDIES  
(TUTOR MARKED ASSIGNMENT)**

**Course Code: TS-2**

**Programme: MTM**

**Total Marks: 100**

**Assignment Code: TS-2/TMA/2016**

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**Note:** This TMA consists of **ten questions**, out of which you have to **attempt any five**. The question carries **20 marks each** and should be answered in about **500 words**.

Send your TMA to the Coordinator of your Study Centre.

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1. How different types of tourism give rise to different types of guest-host interactions? 20
2. Discuss the role of guides in tourism. What are the basic skills required? 20
3. What is the relevance of entertainment in tourism? Mention the importance of theme dinner in tourism. 20
4. Elucidate upon the major non Himalayan Hill Resorts that are popular in India. 20
5. Examine the nature and relevance of seasonal festivals for promoting tourism in India. 20
6. Write detailed note on Kalinga- Bali Yatra . 20
7. Write short notes on the followings : 10x2 =20
  - (a) Dances of India
  - (b) Natural tourist attractions of Maharashtra.
8. What do you understand by “Highway Services” in tourism? Substantiate your answer with suitable examples. 20
9. Describe the basic concept of beach and island tourism with examples from Kovalam and Lakshadweep. 20
10. Write short notes on 10x2 =20
  - (a) Concept of Heritage Hotels
  - (b) Sociology and Tourism.

**TS-3: MANAGEMENT IN TOURISM  
(TUTOR MARKED ASSIGNMENT)**

**Course Code: TS-3**  
**Total Mark: 100**

**Programme: MTM**  
**Assignment Code: TS-3/TMA/2016**

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**Note:** This TMA consists of **ten questions**, out of which you have to **attempt any five**. The question carries **20 marks each** and should be answered in about **500 words**.

Send your TMA to the Coordinator of your Study Centre.

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1. Define management. Write a detailed note on management levels. 20
2. What do you understand by OSI? Why should you do SWOT Analysis? Explain. 20
3. Define tourism product. Discuss the characteristics of the tourism product. 20
4. What do you understand by organisation structure? Discuss the components of organisation structure. 20
5. What do you understand by marketing management? What are the different bases for market segmentation? 20
6. What is the difference between balance sheet and financial statement? Identify various purposes of balance sheet and financial statements. 20
7. Distinguish between: 20
  - a) Fixed assets and current assets.
  - b) Ordinary shares and preference shares
  - c) Current ratio and liquid ratio
8. What is an invoice form? Mention the important accounting practices in a travel agency. 20
9. How would you define a business traveler? Write a detailed note on the various needs of a business traveler. 20
10. Discuss the importance of planning in hotel management. How would you decide the departments and job specifications for a 25 room hotel? Explain. 20

**TS-6: TOURISM MARKETING  
(TUTOR MARKED ASSIGNMENT)**

**Course Code: TS-6  
Total Marks: 100**

**Programme: MTM  
Assignment Code: TS-6/TMA/2016**

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**Note:** This TMA consists of **ten questions**, out of which you have to **attempt any five**. The question carries **20 marks each** and should be answered in about **500 words**.

Send your TMA to the Coordinator of your Study Centre.

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1. Discuss the various facets of Market Analysis taking into account the importance of Marketing Research, Competitive Analysis, Forecasting and Role of Technology. 20
2. Explain the various Pricing Objectives and Pricing Practices followed by tourism organization. 20
3. What do you understand by 'Tourism Product'? Explain the different stages in a product life-cycle. 20
4. What role do Local Bodies play in tourism marketing? Identify services which they should provide for strengthening the tourism product. 20
5. Define 'Product Mix'. Explain the product mix of a package tour. 20
6. Discuss the various aspects that should be considered while deciding promotional strategies for tourism products. 20
7. Differentiate characteristics between Goods and Services distribution. Explain the different types of distribution channels. 20
8. 'Seasonality in Tourism is a problem as well as a boon'. Explain the statement giving relevant examples. 20
9. Evaluate the significance of the 5<sup>th</sup> P of Marketing Mix in the context of Tourism Industry. 20
10. Discuss the different types of Alternative and Supplementary Accommodations and their importance in the Tourism Industry. 20