



UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)  
उत्तराखण्ड मुक्त विश्वविद्यालय, हल्द्वानी (नैनीताल)

MASTER'S IN TOURISM MANAGEMENT ( MTM -12 )

*Last Date of Submission: 15 Jan,2013 (जमा करने की अन्तिम तिथि: 15 Jan,2013 )*

Course Title: PRINCIPLES OF MANAGEMENT

Semester : 1<sup>st</sup>

Course Code: MTM -102

Year: 2012-13

Maximum Marks: 20

Section 'A' contains 08 short answer type questions of 2.5 marks each. Learners are required to answer 4 questions only. Answers of short answer-type questions must be restricted to 250 words approximately.

**Briefly discuss the following:**

1. Define Management. What do you understand by Management Levels?
2. Discuss the characteristics of the tourism product.
3. What is the role of group dynamics in success of any organisation?
4. What do you mean by inter-group relations?
5. What are the different channels of communication?
6. What is non-verbal communication?
7. What do you understand by managerial roles?
8. Describe the pre-requisites of effective delegation.

Section 'B' contains 04 long answer-type questions of 05 marks each. Learners are required to answer 02 questions only.

- (1) Discuss the role of communications in success of any tourism organisation.
- (2) What is MBO? Explain the MBO process in detail?
- (3) What are the various functions of Management and essential skills of a Professional Manager?
- (4) Explain in detail the role of MIS in decision making process with the help of relevant example.