

**A-0478**

**Total Pages : 3**

**Roll No. ....**

**MTTM-09**

**Organisational Behaviour and Tourism  
Entrepreneurship**

**Master of Tourism & Travel Management (MTTM)  
Examination 2026 (Feb.)**

**Time: 02:00 hrs**

**Max. Marks: 70**

Note : This paper is of Seventy (70) marks divided in to two (02) Section A and B. Attempt the questions contained in these sections according to the detailed instructions given therein. ***Candidates should limit their answers to the questions on the given answer sheet. No additional (B) answer sheet will be issued.***

**Section-“A”**

**(Long Answer - type Questions)**

Note:- Section ‘A’ contains Five (05) long-answer-type questions of Nineteen (19) marks each. Learners are required to answer any two (02) questions only.

**(2x19=38)**

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1. What is Communication? Also discuss its salient features and role in Leadership.
2. Who is a Leader? Also, discuss the qualities and responsibilities of a good Leader.
3. Define Motivation. Discuss its significance in the employee's work performance.
4. What is Conflict? Discuss its key features and important types.
5. What are the different theories of Entrepreneurship?

### **Section-"B"**

#### **(Short -answer - type questions)**

**Note:- Section 'B' contains eight (08) short-answer type questions of Eight (08) marks each. Learners are required to answer any Four (04) questions only.**

**(4x8=32)**

1. Discuss the redressal process of Conflict.
2. What is a Business Idea? Explain two major sources of generating Business Ideas.

3. Explain the meaning and features of Perception.
4. Who is an Entrepreneur? Differentiate among the different types of Entrepreneurs.
5. Discuss the role of Money, Men, Machine and Material in the growth of Entrepreneurship at any destination.
6. How does Motivation influence employees' performance?
7. Discuss the features and significance of the Project Feasibility Research in Tourism Entrepreneurship.
8. Discuss the factors that influence the Organisational Climate.

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