

**A-0638**

Total Pages : 3

Roll No. ....

**MTTM-01/MTTM-102**

**Master of Tourism & Travel Management (MTTM)**

**(Principles of Management)**

Examination, June 2025

Time : 2:00 Hrs.

Max. Marks : 70

**Note :-** This paper is of Seventy (70) marks divided into Two (02) Sections '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)     2×19=38**

**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.

- Q. 1. Define MBO. Describe advantages of using *f* MBO in the Organization.
- Q. 2. Define strategic planning ? What are the steps involved in strategic planning ?
- Q. 3. Define forecasting. Explain the various forecasting techniques used for decision making process.
- Q. 4. Describe Henri Fayol's principles of management.
- Q. 5. As a manager of KMVN suggest strategies to improve room sale in off season of your resort.

### **Section–B**

**(Short Answer Type Questions)**      4×8=32

**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.

- Q. 1. Write a brief note on various classical management theories.
- Q. 2. What is forecast ? Why Tourism Organization should do forecasting ?
- Q. 3. Write in short about modern management theories.
- Q. 4. Why is communication essential requirement of effective manager ?

Q. 5. “Management is science as well as arts”. Explain.

Q. 6. Briefly explain :

(i) Motivation

(ii) Leadership

Q. 7. What are major challenges of managing Tourism Organizations ?

Q. 8. What is Span of control. Explain

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