

S.D.E.

F.Y.B.A. (Tourism Studies) : SUMMER - 2019
SUBJECT: PRINCIPLES OF TOURISM MANAGEMENT

Day: Wednesday

Date: 10/04/2019

S-2019-4612

Time: 11.00 AM TO 02.00 PM

Max. Mark. 70

N.B.

- 1) All questions are **COMPULSORY**.
 - 2) Figures to the right indicate **FULL** mark.
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Q.1 Answer **ANY FOUR** of the following. **(20)**

- a) 'Communication is a key element in tour operations'. Justify.
- b) Explain why planning & organizing plays a very important role in development of tourism?
- c) Discuss in brief the history of Tourism Management.
- d) What is MBO? Enlist its objectives.
- e) Write a short note on the following principles of management.
 - i) Unity of Command.
 - ii) Equity.

Q.2 Answer **ANY TWO** of the following. **(10)**

- a) Write a brief note on 'Evolution of Management'.
- b) List & explain any 2 elements of tourism.
- c) Explain the process of MBO.

Q.3 Answer **ANY ONE** of the following. **(10)**

- a) Discuss in detail about any three management theories.
- b) Write a short note on following elements of management.
 - i) Staffing.
 - ii) Controlling & Budgeting.

Q.4 Answer **ANY TWO** of the following. **(10)**

- a) Explain how motivation helps an individual to excel in his task.
- b) How do functions of management help in tourism development? Give examples.
- c) Explain the requisites of MBO.

Q.5 Answer **ANY ONE** of the following. **(10)**

- a) List and explain any 5 most important principles of Henry Fayol.
- b) Explain how management & Tourism are co-related.

Q.6 Answer **ANY TWO** of the following. **(10)**

- a) List any 4 characteristics of tourism management.
- b) Write a short note linkage between DOT & Government of India.
- c) Discuss the advantages of Management By Objectives.

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