

**S.D.E.**  
**F.Y.B.A. (Tourism Studies) : WINTER - 2018**  
**SUBJECT: PRINCIPLES OF TOURISM MANAGEMENT**

Day: Wednesday  
Date: 10/10/2018

Time: 11.00 AM TO 02.00 PM  
Max. Mark. 70

**W-2018-4230**

**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) Leadership & Motivation are essential traits of a manager. Explain.
- b) Write a short note on the following principles of management.
  - i) Unity of Direction
  - ii) Discipline
- c) Discuss the significance of 'coordinating element' of management in tour operations.
- d) List any four characteristics of management.
- e) What is MBO? Give its significance in context to tourism.

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

- a) Explain with examples the necessity of proper communication in tour operations.
- b) Write a short note on 'DOT & Government of India.'
- c) Explain the process of MBO.

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

- a) Explain with examples how elements of management help in tourism development.
- b) Write a short note on :
  - i) Human Selection School .
  - ii) Decision Theory School.
  - iii) Mathematical School.

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

- a) What are the requisites of MBO?
- b) Describe the role of planning & organizing in tourism development.
- c) Discuss the 'Evolution of management'.

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

- a) Discuss any 5 principles of management in brief.
- b) Explain with examples the significance of management in tourism operations.

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

- a) List 6 School of thoughts. Explain any one of it.
- b) Discuss the limitations of Management By Objectives.
- c) Elaborate on 'Nature & Scope of Management in Tourism'.

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