

S.D.E.
F.Y.B.A. (TOURISM STUDIES) : WINTER - 2017
SUBJECT : PRINCIPLES OF TOURISM MANAGEMENT

Day : Wednesday
Date : 25/10/2017

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

W-2017-3925

N.B.

- 1) All questions are **COMPULSORY**.
- 2) Figures to the right indicate **FULL** marks.

-
- Q.1** Answer any **FOUR** of the following: **(20)**
- a) Write about 'Empirical School of management'.
 - b) Discuss the role of management in tourism.
 - c) Explain the evolution of management.
 - d) What are the pre-requisites of MBO for tourism operations?
 - e) Write in brief about the role of government of India in growth and development of tourism.
- Q.2** Answer any **TWO** of the following: **(10)**
- a) What are the functions of a leader in an tourism organization?
 - b) Write in brief about any two management theories.
 - c) What are the advantages and disadvantages of MBO?
- Q.3** Answer any **ONE** of the following: **(10)**
- a) What are the various theories of motivation of staff?
 - b) Explain the principles put forth by Henry Fayol.
- Q.4** Answer any **TWO** of the following: **(10)**
- a) Explain the steps in control process for tour operations.
 - b) Discuss how management principles of Henry Fayol can be implemented in tourism organizations.
 - c) What are the steps involved in budgeting process in an tourism organization?
- Q.5** Answer any **ONE** of the following: **(10)**
- a) Explain the need and process of MBO in tourism.
 - b) Discuss the different schools of thoughts with respect to management theories in detail.
- Q.6** Answer any **TWO** of the following: **(10)**
- a) Explain the role of electronic media for communication in an tour organization.
 - b) Write a note on 'Department of Tourism in India'.
 - c) Discuss the relevance of MBO in tourism organization.