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BASTMV 153

Credit Based II Semester B.A. (Voc.) Degree Examination, September 2022
TOURISM AND TRAVEL MANAGEMENT
Paper – III : Tourism Management (Common to all Batches)

Time : 3 Hours

Max. Marks : 60

PART – A

Answer **any four** of the following. **Each** question carries **5** marks. **(4×5=20)**

1. Define management. Explain the objectives and significance of management.
2. Write a note on MBO.
3. Write the importance of direction.
4. Explain the nature and purpose of organising.
5. Define communication. How to overcome the barriers of communication ?

PART – B

Answer **any four** of the following. **Each** question carries **10** marks. **(4×10=40)**

6. Elaborate the nature and process of planning.
 7. Explain Henry Fayol's 14 principles of management.
 8. Define leadership. Explain the various theories of leadership.
 9. Define motivation. Explain the Maslow's Need Hierarchy theory of motivation.
 10. What is meant by staffing ? Briefly discuss the nature and purpose of staffing.
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