

**CENTRAL UNIVERSITY OF HARYANA**

Term End Examinations March 2023

**Programme: MTTM**

**Session: 2022-23**

**Semester: First**

**Max. Time: 3 Hours**

**Course Title: Soft Skills in Tourism Industry**

**Max. Marks: 70**

**Course Code: SLLCH THM 02 01 01 DCEC 4004**

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**Instructions:**

1. Question no. 1 has seven parts and students are required to answer any four. Each part carries three and half Marks.

2. Question no. 2 to 5 have three parts and students are required to answer any two parts of each question. Each part carries seven marks.

Q 1. (4X3.5=14)

- a) How communication is important for daily lives?
- b) What is professionalism in Tourism Industry?
- c) What are social etiquettes?
- d) What is personality analysis?
- e) How extempore is important in Tourism?
- f) Which type of role plays can be useful to understand tourism better?
- g) What is self esteem?

Q 2. (2X7=14)

- a) What is communication? Explain in detail about the different types of communication.
- b) What is miscommunication? How to overcome barriers?
- c) What is business communication How it is important for Tourism?

Q3. (2X7=14)

- a) What is personality development? Highlight its importance in Tourism Industry?
- b) How body language and non verbal communication are essential for better personality?
- c) What is the art of good conversation and listening?

Q 4. (2X7=14)

- a) Define Attitude. Explain the steps to build a positive attitude. Highlight the importance of introduction in tourism Industry.
- b) What are the important elements of resume?
- c) How interviews are important for Tourism Industry. Explain various types of interviews.

Q 5. (2X7=14)

- a) What is personality enrichment? How it is different form personality development?
- b) How motivation is important in tourism? Explain its types in brief.
- c) What is team work? Explain the do's and don'ts of team work.



**CENTRAL UNIVERSITY OF HARYANA**

**First Semester Term End Examinations March 2023**

**Programme: MTTM**

**Session: 2022-23**

**Semester: I**

**Max. Time: 3 Hours**

**Course Title: Fundamentals of Management in Tourism**

**Max. Marks: 70**

**Course Code: SLLCH THM 02 01 04 C 4004**

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**Instructions:**

1. Question no. 1 has seven parts and students are required to answer any four. Each part carries three and half Marks.
2. Question no. 2 to 5 have three parts and students are required to answer any two parts of each question. Each part carries seven marks.

**Q 1.**

**(4X3.5=14)**

- a) Define management in the context of tourism business.
- b) What is the difference between centralization and decentralization in terms of organizational structure in the tourism sector?
- c) What are the considerations in designing an organizational structure for a tourism business?
- d) What is the significance of decision making in the context of tourism management?
- e) What is the purpose of planning in the context of tourism management?
- f) What are the objectives of staffing in the tourism industry
- g) List three qualities that are essential for a successful manager in the tourism industry.

**Q 2.**

**(2X7=14)**

- a) Explain the roles of a manager in the tourism industry. Discuss the key tasks and responsibilities associated with each role and how they contribute to organizational success.
- b) Discuss the emerging challenges faced by managers in the tourism industry.
- c) Explain the definition, nature, purpose, and scope of management in the context of the tourism business.

**Q3.**

**(2X7=14)**

- a) Discuss the advantages and challenges of group decision making and strategies for effective group decision making in the tourism sector.
- b) Discuss the major theories or approaches that have shaped management practices in the tourism sector.
- c) Analyze the external and internal environmental factors that can influence managerial decisions in the tourism industry.

**Q 4.**

**(2X7=14)**

- a) Describe Maslow's Hierarchy of Needs and its application to employee motivation in the tourism sector.
- b) Explain the significance of formal and informal organization in the tourism industry.
- c) Explain the concept of persuasion and its role in managing individual and group behavior in the tourism industry.

**Q 5.**

**(2X7=14)**

- a) Define span of control and discuss its relevance in the management of tourism organizations.
- b) What are the potential effects of the environment on the performance of tourism organizations?
- c) What are some qualities or characteristics of an effective supervisor in the tourism sector?

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Term End Examinations March 2023

**Programme: MTTM**

**Session: 2022-23**

**Semester: First**

**Max. Time: 3 Hours**

**Course Title: Travel Agency and Tour Operator**

**Max. Marks: 70**

**Course Code: SLLCH THM 02 01 03 C 4004**

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**Instructions:**

1. Question no. 1 has seven parts and students are required to answer any four. Each part carries three and half Marks.

2. Question no. 2 to 5 have three parts and students are required to answer any two parts of each question. Each part carries seven marks.

Q 1. (4X3.5=14)

- a) What are the functions of Travel Agency?
- b) What is the role of Tour Operator?
- c) What is Passport?
- d) Highlight the importance of TIM in Tour.
- e) Explain the role of IATA in travel agency setup.
- f) What are the service charges in Tourism?
- g) How travel insurance is important for Travelling?

Q 2. (2X7=14)

- a) What is the difference between travel agent and tour operator?
- b) Write in detail about the historical growth and development of travel agency?
- c) Elaborate about the future role of travel intermediaries.

Q3. (2X7=14)

- a) What is VISA? Explain in detail about the various type of VISA.
- b) What are the roles and responsibilities of a tour Operator in travel agency?
- c) What are the various types of tour packages available in the tourism industry?

Q 4. (2X7=14)

- a) What are the permissions required to setup a travel agency?
- b) How infrastructure and finance play pivotal role in travel agency set up?
- c) What is the process to get approval of travel agency from MOT, GOI ?

Q 5. (2X7=14)

- a) Write in detail about the reputed travel companies of India.
- b) How travel documentation is essential for tour package?
- c) Elaborate about the sources of earning in travel agency.



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**Programme: MTTM**

**Session: 2022-23**

**Semester: First**

**Max. Time: 3 Hours**

**Course Title: Fundamentals of Management in Tourism**

**Max. Marks: 70**

**Course Code: SLLCH THM 02 01 04 C 4004**

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**Instructions:**

1. Question no. 1 has seven parts and students are required to answer any four. Each part carries three and half Marks.
2. Question no. 2 to 5 have three parts and students are required to answer any two parts of each question. Each part carries seven marks.

**Q 1. (4X3.5=14)**

- a) Define systems approach to management.
- b) What are the social responsibilities of business management?
- c) Discuss the functions of controlling.
- d) Why personality is important for a manager?
- e) What are the factors affecting group behavior.
- f) Differentiate centralization and decentralization.
- g) Write the qualities of a supervisor in tourism industry.

**Q 2. (2X7=14)**

- a) Discuss management as an art and science and also explain the principle of management.
- b) Explain the different roles of manager in tourism management with suitable examples.
- c) Elaborate the different steps of managerial process in an organization.

**Q3. (2X7=14)**

- a) Explain the steps involved in the process of planning.
- b) Discuss the internal and external factors affecting the managerial decisions in tourism management.
- c) Describe the techniques and various steps used in decision making.

**Q 4. (2X7=14)**

- a) Explain the issue of organization culture in modern business organization.
- b) What do you understand by motivation? Write different theories of motivation.
- c) Discuss the different steps followed in the process of staffing.

**Q 5. (2X7=14)**

- a) Identify the barriers in communication and explain how to overcome them.
- b) What is leadership? Explain different leadership styles with suitable examples.
- c) Write a note on:
  - I. Departmentalization
  - II. Span of Control

