

**TS-3 MANAGEMENT IN TOURISM
(TUTOR MARKED ASSIGNMENT)**

**Course Code: TS-3
Total Marks: 100**

**Programme: BHM
Assignment Code: TS-3/ TMA/ 2020-21**

Note: This TMA consists of ten questions, out of which you have to attempt any five. The question carries 20 marks each and should be answered in about 500 words. Send your TMA to the coordinator of your Study Centre.

- Q1. What do you understand by Management Levels? Discuss the functions of management. 20
- Q2. Explain the skills and qualities required in an entrepreneur. Also discuss the process of establishing an enterprise. 20
- Q3. What is partnership? Differentiate between Partnership and Joint Stock Company. 20
- Q4. What do you understand by planning? Discuss the steps in planning. 20
- Q5. What do you understand by Interpersonal Behaviour? Discuss in detail the model of Johari Window. 20
- Q6. Explain in detail the role of Human Resource Management in Tourism. 20
- Q7. What is a budget? Discuss in detail the types of budgets. 20
- Q8. Write short notes on the following: 5X4=20
- a) Management Information System
 - b) Setting up a Travel Agency
 - c) PR in Tourism Marketing
 - d) Food Service Hygiene
- Q9. Discuss in detail the importance of product knowledge in packaging tours. 20
- Q10. Write a detailed note on Planning Conventions. 20