

ASSIGNMENT-1
M.B.A. (TTM) DEGREE EXAMINATION, JUNE/JULY - 2020
(First Year)
MANAGEMENT PROCESS & ORGANIZATIONAL BEHAVIOUR
MAXIMUM MARKS: 30
Answer ALL Questions

Q1)

- a) Explain the significance of management
- b) Discuss the nature & scope of the management
- c) Explain the importance of Planning?
- d) What is meant by business environment?
- e) Define the Social Responsibility of Business?
- f) What is meant by Leadership?

Q2) Discuss about the Managerial Process?

Q3) Discuss the process of controlling?

Q4) Discuss the different skills needed by a manager

ASSIGNMENT-2
M.B.A. (TTM) DEGREE EXAMINATION, JUNE/JULY - 2020
(First Year)
MANAGEMENT PROCESS & ORGANIZATIONAL BEHAVIOUR
MAXIMUM MARKS: 30
Answer ALL Questions

- Q1) Discuss the significance of operational approach
- Q2) Write a brief note on External environment?
- Q3) Briefly discuss the Social Responsibilities towards different groups?
- Q4) Case Study :

The Struggle for Power at Ramsey Electronics

A vice president's position is about to open up at Ramsey Electronics, maker of components for audio and visual equipment and computers. Whoever fills the position will be one of the four most powerful people in the company and may one day become its CEO. So the whole company has been watching the political skirmishes among the three leading candidates: Arnie Sander, Laura Prove, and Billy Evans.

Arnie Sander, currently head of the research and development division, worked his way up through the engineering ranks. Of the three candidates, he alone has a Ph.D. (in electrical engineering from MIT), and he is the acknowledged genius behind the company's most innovative products. One of the current vice presidents—Harley Learner, himself an engineer—has been pushing hard for Sander's case.

Laura Prove spent five years on the road, earning a reputation as an outstanding salesperson of Ramsey products before coming to company headquarters and working her way up through the sales division. She knows only enough about what she calls the "guts" of Ramsey's electronic parts to get by, but she is very good at selling them and at motivating the people who work for her. Frank Barnwood, another current vice president, has been filling the Chief's ear with praise for Prove.

Of the three candidates, Billy Evans is the youngest and has the least experience at Ramsey. Like the Chief, he has an M.B.A. from Harvard Business School and a very sharp mind for finances. The Chief has credited him with turning the company's financial situation around, although others in the company believe Sander's products or Prove's selling ability really deserves the credit. Evans has no particular champion among Ramsey's top executives, but he is the only other handball player the Chief has located in the company, and the two play every Tuesday and

Thursday after work. Learner and Barnwood have noticed that the company's financial decisions often get made during the cooling-off period following a handball game.

In the month preceding the Chief's decision, the two vice presidents have been busy. Learner, head of a national engineering association, worked to have Sander win an achievement award from the association, and two weeks before the naming of the new vice president, he threw the most lavish banquet in the company's history to announce the award. When introducing Sander, Learner made a long, impassioned speech detailing Sander's accomplishments and heralding him as "the future of Ramsey Electronics."

Frank Barnwood has moved more slowly and subtly. The Chief had asked Barnwood years before to keep him updated on "all these gripes by women and minorities and such," and Barnwood did so by giving the Chief articles of particular interest. Recently he gave the Chief one from a psychology magazine about the cloning effect—the tendency of powerful executives to choose successors who are most like themselves. He also passed on to the Chief a Fortune article arguing that many American corporations are floundering because they are being run by financial people rather than by people who really know the company's business. He also flooded bulletin boards and the Chief's desk with news clippings about the value of having women and minorities at the top levels of a company.

Billy Evans has seemed indifferent to the promotion. He spends his days on the phone and in front of the computer screen, reporting to the Chief every other week on the company's latest financial successes—and never missing a handball game.

Case Questions

- a) Whom do you think the Chief will pick as the new vice president? Why?
- b) Whom do you think should get the job? Why?
- c) What role might impression management play in the decision?

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M.B.A. (TTM) DEGREE EXAMINATION, JUNE/JULY - 2020
(First Year)
CULTURAL HERITAGE TOURISM OF INDIA
MAXIMUM MARKS: 30
Answer ALL Questions

Q1)

- a) Give a brief note on the Vedic literature
- b) Briefly explain the concept of Hinduism in India?
- c) Write a brief note on Islamism?
- d) Briefly explain the significance of Ayurveda?
- e) What is the significance of Rock-cut architecture as per the Indian cultural heritage?
- f) Discuss the significance of Hindu temple architecture with suitable references.

Q2) Describe in detail the Vedic Aryan political and social life?

Q3) What is the Vedic religion literature on the Indian Society?

Q4) Briefly explain the advantages and disadvantages of Caste system in Indian society?

ASSIGNMENT-2
M.B.A. (TTM) DEGREE EXAMINATION, JUNE/JULY - 2020
(First Year)
CULTURAL HERITAGE TOURISM OF INDIA
MAXIMUM MARKS: 30
Answer ALL Questions

Q1) Give a brief note on any three Hindu temples as a center of attraction to the Hindu pilgrims.

Q2) Explain the significance of Indian Royal palaces for promoting tourism in India?

Q3) Explain the role of the Archeological Survey of India (ASI) and its functions?

Q4) Case Study :

Nowadays, it is almost a routine that people every year, go to holidays. Often they travel to the places abroad. These places are often very popular and well-known. Even though these places are popular, the countries still promote them and want more people to come. This is because tourism is very important for the economy but not in all cases for the citizens. If so, should countries encourage tourism? Firstly, 'tourism leads to the development of the country. The desire to attract tourists to a certain area often encourages governments to improve local facilities which are beneficial for both, citizens and tourists. On the other hand? The development of the country must be somehow controlled and planned in such a way; it does not destroy the natural beauty of the country. Over-development leads to ugly, crowded tourist's spots and environmental damages. Consequently the development if necessary but is has to be done through fully. Secondly, tourism, has some positive and negative effects on a country's economy. Many people claim that tourism is an important source of income. This is illustrated by the fact that In the touristic countries are very few possibilities to find a job not connected with tourism. Nevertheless, country's economy may become so dependent on tourism that it is weakened and when something unexpected happens, for example a natural disaster, that tourist do not arrive for a long time, the country is helpless because of lack of resources. Thirdly, tourism allows 'people to experience other cultures. They may see how foreigners behave, what clothes they wear or What ' are their customs. However, this impact of tourism may destroy the local Way of life. For instance the customs of the local people may simply disappear and be displaced by those brought by the: foreigners and the local uniqueness changes into cultural mixture. '

Questions:

- (a) Discuss about the cultural changes in the people.
- (b) Identify the merits of tourism
- (c) What are the job opportunities given by tours.

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M.B.A. (TTM) DEGREE EXAMINATION, JUNE/JULY - 2020
(First Year)
HUMAN RESOURCE MANAGEMENT IN TOURISM
MAXIMUM MARKS: 30
Answer ALL Questions

- 1)
 - a) Role of HR Manager
 - b) Job specification
 - c) Performance appraisal
 - d) Employee empowerment
 - e) Quality of Work life
 - f) Employee morale

- 2) What are the functions of HRM?
- 3) Explain different methods of job analysis.
- 4) State the steps involved in recruitment.

ASSIGNMENT-2
M.B.A. (TTM) DEGREE EXAMINATION, JUNE/JULY - 2020
(First Year)
HUMAN RESOURCE MANAGEMENT IN TOURISM
MAXIMUM MARKS: 30
Answer ALL Questions

- 1) Discuss the career planning and career development in tourism.
- 2) Explain the factors influencing the wage and salary administration.
- 3) Elucidate various social security measures for the welfare of the employees.
- 4) Analyse the following case and answer the questions given at the end of the case:

Brijesh was the manager of the system development department of a multinational travel agency. During his fifteen years with the company, he trained many managers and encouraged their development, only to see many of them leave the firm after they had got their advanced degrees. The company had a liberal policy of educational reimbursement (75 percent of tuition costs and books) and many engineers (about 50 percent of them have a master's degree in a technical field) took advantage of these educational opportunities. Mrs. Gopika, an electrical engineer, came to see her boss, Brijesh, who congratulated Mrs. Gopika for obtaining her MBA in Travel and Tourism, which she received through the assistance of the firm's educational programme. Mrs. Gopika, to the surprise of Brijesh said that she was leaving the company to go to a competitor because she did not see any opportunities for advancement in the firm. Brijesh was furious because this had happened several times before. He immediately went to see the Director operations and complained about the educational reimbursement policy and the lack of systems approach to staffing.

Questions:

- a) What might be the reason that employees left after receiving their degrees through educational re-imburement?
- b) If you were the Director, what would you do? and
- c) How can the labour turnover be prevented?

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ASSIGNMENT-1
M.B.A. (TTM) DEGREE EXAMINATION, JUNE/JULY - 2020
(First Year)
GLOBAL TOURISM GEOGRAPHY
MAXIMUM MARKS: 30
Answer ALL Questions

Q1) a) Cultural Geography

- b) Latitude & Longitude
- c) Time zones
- d) National water ways
- e) IATA
- f) Major Railway Networks

Q2) Elaborate the remote sensing.

Q3) Types of vegetations & forests in India?

Q4) Write about the Transportation system in India.

ASSIGNMENT-2
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(First Year)
GLOBAL TOURISM GEOGRAPHY
MAXIMUM MARKS: 30
Answer ALL Questions

Q1) Explain about the Global Indicators

Q2) Explain about the physical geography of Europe.

Q3). Explain about the physical geography of Africa.

Q4) Case Study :

Greece back on the map for tourism, new figures for international arrivals show. Greece had been experiencing a rapid decline in visitors compared to its hey day in 2008 when 17 million people visited its shores. But from the beginning of this year, international arrivals have grown by 10.9 percent, with more than 12.3 million visitors coming to Greece between January and October, compared to just over 11 million during the same period last year. In addition a 10 percent increase has been revealed in early bookings for 2014, indicating that Greece is already well-positioned for the year ahead in comparison with its competitors.

Questions:

- (a) Relate Reference maps of world regions to International Tourism?
- (b) How useful tourism statistics for tourism Development?

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(First Year)

ENTERPRENEURSHIP IN TOURISM

MAXIMUM MARKS: 30

Answer ALL Questions

1)

- a) Types of Entrepreneurs
- b) Concept of Entrepreneurship
- c) Sources of ideas
- d) Women Entrepreneurship
- e) Good business practices
- f) Licenses

2) What are the functions of entrepreneur?

3) Discuss the growth of Entrepreneurship in India.

4) Distinguish between Technical feasibility and economic viability.

ASSIGNMENT-2

M.B.A. (TTM) DEGREE EXAMINATION, JUNE/JULY - 2020

(First Year)

ENTERPRENEURSHIP IN TOURISM

MAXIMUM MARKS: 30

Answer ALL Questions

- 1) Explain various problems of women entrepreneurs in India.
- 2) Discuss the various forms of business organisations.
- 3) List out the prerequisites to setup a business enterprise.
- 4) Analyse the following case and answer the questions given at the end of the case:

Assume you are to conduct a feasibility study on the prospects on setting up a handmade paper manufacturing unit in the sub urbs of your city

Questions:

- a) What factors you will consider to study the technical and economic feasibilities of the project?
- b) Give me an outline of the 'feasibility report.'

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COMMUNICATION SKILLS AND ETHICS IN TOURISM

MAXIMUM MARKS: 30

Answer ALL Questions

Q1)

- a) Communication across culture
- b) Time Management
- c) Interviews
- d) Gestures
- e) Letters
- f) E-mail

Q2) Define the term 'Communication' and discuss the need for effective communication in modern world.

Q3) Evaluate the role and importance of Body Language in communication?

Q4) There are marked differences between a team and a work group. Write briefly

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COMMUNICATION SKILLS AND ETHICS IN TOURISM

MAXIMUM MARKS: 30

Answer ALL Questions

Q1) What factors do you bear in mind while giving an oral presentation before a large group?

Q2) Meetings are an integral tool of interactive communication. Comment.

Q3). Describe the role of Etiquette in the promotion of Tourism and Hospitality sector?

Q4) Case Study :

Situation: The Sure To Peel Paint Company stores all its metal compressed gas containers in a warehouse. These long cylindrical metal tanks contain various gases used in manufacturing cans of spray paint. The gas tanks are delivered to the warehouse by truck. Two receiving dock workers unload the containers from the delivery trucks and place them on four wheel trucks. Two materials handlers are responsible for pushing the loaded trucks into the warehouse, unloading the tanks and setting them up on end. The two materials handlers spend a major portion of their day moving loads of the gas tanks into the warehouse and placing them into the proper storage locations. In total, there are five different types of gases that in

equal proportion make up 98% of all gas handled.

Question: Management would like to identify a better way to handle these gas tanks.

How can the handling operation be improved?

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(First Year)

BASICS OF ACCOUNTING & FINANCE

MAXIMUM MARKS: 30

Answer ALL Questions

- 1
 - a) List out the advantages of accounting
 - b) Explain the accounting process
 - c) Explain the Non Trade concern objectives
 - d) What is trend analysis?
 - e) What is the capital budgeting?
 - f) What is the purpose of inventory?
2. 'Cash book is a journal as well as ledger'. Discuss?
3. Discuss the Income & Expenditure Accounts with example
4. What is ratio and explain the significance of ratio analysis?

ASSIGNMENT-2

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(First Year)

BASICS OF ACCOUNTING & FINANCE

MAXIMUM MARKS: 30

Answer ALL Questions

1. Distinguish between profit maximization and Wealth maximization objectives of the firm? 2. Explain in detail about the determinants of working capital.
2. Describe the various types of accounting softwares along with their advantages and limitations
3. From the following transactions pass the Journal entries and post them in the appropriate Ledger Accounts in the books of Avinash & Co.

2014 May 1	Started business with	Rs.100000
May 5	Purchased goods from Rahul & Co.	Rs. 10000
May 7	Sold goods worth	Rs. 20000
May 10	Salaries paid	Rs. 1500
May 11	Purchased Stationery worth	Rs. 1000
May 15	Bought furniture worth	Rs. 20000
May 18	Cash deposited into bank	Rs. 9000
May 20	Paid wages	Rs. 5000
May 24	Cash withdrawn from bank	Rs. 3000
May 28	Paid rent by cheque	Rs.180

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RESEARCH METHODS IN TOURISM

MAXIMUM MARKS: 30

Answer ALL Questions

- 1)
 - a) State the significance of research
 - b) Explain the research process
 - c) What are the various steps in sampling design?
 - d) What is meant by factor analysis?
 - e) Elucidate factors effecting report presentation
 - f) Explain about multi-dimensional scaling

- 2) What are the various types of research? Explain in detail
- 3) Define sample and explain various techniques of sampling.
- 4) What is the significance of using multivariate analysis in research?

ASSIGNMENT-2

M.B.A. (TTM) DEGREE EXAMINATION, JUNE/JULY - 2020

(First Year)

RESEARCH METHODS IN TOURISM

MAXIMUM MARKS: 30

Answer ALL Questions

- 1) What are the different techniques of datacollection?
- 2) Explain the role of computers and its software applications use in research
- 3) Define Report Writing? Bring out the steps in of Report Writing
- 4) **Case study:**

TATAMotors ltd, a major manufacturer of Trucks and Buses, has decided to make a foray into small passenger transport vehicles. Their product development team has developed an MUV (Multi Utility Vehicle) with 7 seats and 8 seats configuration. They found that MUVs like Toyota Innova, GM Tavera and many more other models from Mahindra and Ashok Leyland are doing good business in India. The company outsourced the research to find out the market potential for MUV in India to Market Research Group (MRG). MRG conducted sample market studies in Guntur in AndhraPradesh. They submitted a market potential report to TATA Motors, which suggested that there is good potential in the market for MUV. Based on the research report, the company launched the MUV Stile with technological collaboration with Nissan India Ltd. This product is similar to Nissan Evalia. In May 2015 Tata Motors took a decision to withdraw Stile due to weak sales.

Questions:

- a) Was the research done by MRGscientific?
- b) What were the limitations in the researchmethodology?
- c) What could have been appropriate researchmethod?