

(3)

B.T.M
M.A. M.Sc. Exam May/June-2017
Second/Fourth Semester
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Ss. 430
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(19)

Management Performance, Managing family enterprises in Tourism Industry, Future Prospectus of Small Scale Enterprises in Tourism Industry.

Suggested Readings:

- Small Scale Enterprises Management, C.B. Gupta.
- Principles of Management, Dr. D.C. Sharma.

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MODULE NO.: 306
FOREIGN LANGUAGE (French)

Max Marks :50
External :40
Internal :10

Ss. 431
214
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UNIT - I

Translation of simple sentences from French into English.

UNIT - II

Questions based on grammar of unit 1 and unit 2 of the prescribed book.

UNIT - III

Questions on the lesson of unit 1 of the prescribed book.

UNIT - IV

Questions on the lesson of unit 2 of the prescribed book.

UNIT - V

Simple dialogue writing on a given topic.

BOOK PRESCRIBED :

1. Initial (Part - I) - Unit 1 and Unit 2 - Sylvie Poisson-Quinton, Marina Sala.
2. Bonne Route
3. Sans Frontiere - Part I
Dictionary : Larousse, Cassels, Oxford, Collins.

MODULE NO.: 401

Human Resource Development & Planning In Tourism

Max Marks :50
External :40
Internal :10

Ss 148
1
215
216
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UNIT - I

Human Resource Planning - Concept & Importance, Forecasting, Determining Human Resources, Requirements. The Human Resources Processes.

UNIT - II

Tourism and Labour markets - Concept of Labour Markets, Global Labour markets. Tourism work Environment and its determinants.

UNIT - III

Social composition of Employment in the Tourism industry. The image of work & future of work in the Tourism Industry.

UNIT - IV

Managing Cultural diversity in Tourism Industry. A multicultural market place; A multicultural workforce. The contribution of theory to an understanding of cultural diversity. Management in a multicultural environment.

UNIT - V

Human Resource Planning at the Business Unit Level, Human Resource Planning at the Corporate Level, Human Resource Planning at the Community, Regional, National, and Transnational Level.

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Suggested Reading

1. Managing Human Resources in the European Tourism and Hospitality Industry A Strategic Approach.
2. Managing the Development and Implementation of National Human Resource Policies for Tourism
Baum T.
3. Practical Manpower Planning; Bramham J.

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MODULE NO.: 402

ORGANISATIONAL BEHAVIOUR

Max Marks :50
External :40
Internal :10

UNIT - I

Introduction to Organizational behavior: its' nature & scope, Significance of O.B. in Business, Basic philosophic models - Autocratic, Custodian, Supportive, Collegial models.

UNIT - II

Influence of Socio-cultural factors on organization, management of change, organisational development.

UNIT - III

Perceptions, attitudes, values, personality, learning : Process of learning, theories.

UNIT - IV

Theories of Motivation, Need theories, Goal Theory, Expectancy theory.

UNIT - V

Transactional analysis of management, group dynamics, management of conflict

Suggested Readings:

1. Essentials of Management, Harold Koontz & Heinz Weihrich (KW)
2. Organizational Behaviour, Fred Luthans
3. Organizational Behaviour, Stephen P. Robbins
4. I am OK You are OK, Thomas Harris.
5. Organisational Behaviour, Dr. S. Sachdeva.

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MODULE NO.: 403

COMPUTER APPLICATIONS IN TOURISM INDUSTRY- 1

Max Marks :50
External :40
Internal :10

UNIT - I

Computer basics, algorithm & flowchart, simple model of computer, history & characteristics of computer classification of computer & computer generation, Computers impact on Society.

UNIT - II

Data representation: Binary number system, Binary addition, & subtraction, Hexadecimal, Octal.

UNIT - III

Input & Output devices: Description of input devices, Description of output devices, CPU (registers, Buses, ALU).

UNIT - IV

Computer storage: - Memory cells, memory units, memory classifications, RAM, ROM, EPROM, EEPROM, CACHE, VIRTUAL MEMORY, Memory storage devices (Floppy Disk, Hard disk, CD).

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UNIT - V

Operating System (i.e. DOS), Windows, Introduction to Computer Languages.

Suggested Readings:

1. I.T., Dr. Deepak Bharioke, Excel Publication
2. Computer Fundamentals, V. Rajaraman
3. Computer Today, S. K. Basandra
4. Computers Today, Donald H. Sanders

MODULE NO.: 404

FOREIGN LANGUAGE (French)

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M-17

Max Marks :50
External :40
Internal :10

UNIT - I

Translation of simple sentences from English into French.

UNIT - II

Questions based on grammar of unit 3 and unit 4 of the prescribed book.

UNIT - III

Questions on the lesson of unit 3 of the prescribed book.

UNIT - IV

Questions on the lesson of unit 4 of the prescribed book.

UNIT - V

Essay writing (small paragraph) :

- Topics :
- Mon ami(e)
 - Mon cours de fransais
 - Ma ville
 - Mon pays
 - Un site touristique.

BOOK PRESCRIBED :

1. Initial (Part - I) - Unit 3 and Unit 4 - Sylvie Poisson-Quinton, Marina Sala.
 2. Bonne Route
 3. Sans Frontiere - Part I
- Dictionary : Larousse, Cassels, Oxford, Collins.

MODULE NO.: 405

SALES & ADVERTISING MANAGEMENT IN TOURISM

Max Marks :50
External :40
Internal :10

UNIT - I

Introduction of sales management - Meaning, Characteristics, Importance, Objective, Principles, Functions.

UNIT - II

Multitude responsibility, personal selling objectives, formulation of sales policies.

UNIT - III

Designing size of sales force, managing and motivating & supervising the sales force

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M-16
M-17

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UNIT - IV

Sales forecasting & analysis, Buying motives, Sales budget

UNIT - V

Tourism Promotion Methods: Advertising & publicity

Suggested Readings:

1. Marketing Management, Nana Kumari & Rama Swami, McMillan
2. Marketing Management, Kottler P. (Prentice Hall).
3. Advertising Management Concept & Cases: Manendra Mohan.

MODULE NO.: 406

GEOGRAPHY AND HISTORY

Max Marks :50
External :40
Internal :10

UNIT - I

Study of Mountains and their flora and fauna.

UNIT - II

Main rivers of India and their role in the development of Indian Tourism.

UNIT - III

Geography of coastal region and their significance in the Indian Tourism.

UNIT - IV

Brief History of India upto 1200 AD with reference to Tourism.

UNIT - V

Brief History of India from 1200 AD to 1947 with reference to Tourism.

Reference Books :

1. Regional Geography of India, R.L. Singh.
2. Geography of India, Mamoria
3. Geology of India, A.K. Day
4. Geology of India, Wadia, D.N.
5. Hand Book of National Parks, Sanctuaries and Biosphere Reserves in India - Negi S.S., Indus Publishing Company, New Delhi.
6. Studies in Tourism Wild Life Parks, Conservation, Singh Tajvir & Kaur J., Metropolitan Pvt. Ltd., New Delhi.
7. Political History of Ancient India, Choudhary, H.C. & Ray.
8. Bhartiya Sanskriti Ke Char Adhayay, Dinkar Ramdhari
9. Other Relevant Books.

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