UNIT-IV
LEGAL RESPONSIBILITIES AND INCENTIVES:

UNIT-V
GOVERNMENT AND TOURISM:
Important activities of the Central and State Government for building. The infrastructure of Tourism Industry with special reference to the Objectives, management working and future prospects of: (I) ITDC (II) STDC.

SUGGESTED READING:
1. Chatterjee : The Indian Travel Agent.
2. Negi, Jagmohan : Travel Agent & Tour Operation.

MBA(TA)-301
MANAGEMENT OF HUMAN RESOURCES
Max.Marks:100
First/Third Semester
External : 70
Pages .......................... 10
Internal : 30

UNIT-I
INTRODUCTION TO HRM:
Definition, scope, objectives, functions, origin of human resource management, challenges of Modern human resource management technological, economic, demographic, cultural and governmental.

UNIT-II
HUMAN RESOURCE PLANNING AND DEVELOPMENT:
Definition, process and importance, strategic human resource planning, job analysis, description, specification, recruitment, selection, placement and induction process. Employee training, executive development, career planning and development, performance appraisal.

UNIT-III
JOB COMPENSATION:
Job evaluation image and salary administration incentive plans and tinge benefits, promotion, demotions, transfers, separation, absenteeism and turnover.

UNIT-IV
WELFARE OF EMPLOYEES
Human Relations - An overview, social security, work-life balance, quality of work life, separation of employees, managing employee turnover.

UNIT-V
HUMAN RELATIONS:
Definition, objectives and approaches to human relations, employee grievances and discipline, participation and empowerment, collective bargaining and its process.
SUGGESTED READINGS:

2. R.S.Dwivedi, Management of Human Resource

MBA(TA)-302
TOURISM MARKETING AND CONSUMER BEHAVIOUR-II

Maxi. Marks -100
External - 70
Internal - 30

UNIT-I
INTRODUCTION:
Hospitality marketing, Tourism marketing, Service marketing, Management strategies for service industry.

UNIT-II
MARKETING INFORMATION SYSTEM AND RESEARCH:
Computer application in tourism MIS, Importance of marketing research in tourism industry, Scanning the different micro and macro tourism environment.

UNIT-III
PRACTICAL IMPLEMENTATION OF TOURISM MARKETING:
Market Segmentation & Targeting - Case study.
Product Levels & Product Life Cycle - Related strategies, Pricing strategies, Tourism marketing intermediaries, Effective ways for working with tourism marketing intermediaries, Promotional, activities in tourism marketing.

UNIT-IV
DESTINATION MARKETING:
Globalization of tourism industry, Management of tourist destination, Segmenting and monitoring the tourist market, Organising and managing tourism marketing.

UNIT-V
CONSUMER BEHAVIOUR:
Concept, Models, Individual determinants of consumer behaviour, Environmental influences on consumer behaviour, Consumer involvement in the buying decision.

SUGGESTED READINGS:

MBA(TA)-303

TOURISM PLANNING, POLICY AND DEVELOPMENT

Max.Marks:100
External : 70
Internal : 30

UNIT-I Planning for Tourism, H.R.D., Planning Tourism resorts, planning at Regional head, National level and International level.

UNIT-II National and International Tourist Organization planning for Tour components and problems of standards.


UNIT-IV Planning for Ecology and Environment protection, planning for youth and sports tourism.

UNIT-V International co-operation in Aviation International safety, health and hygiene, standardization of immigration procedures.

SUGGESTED READINGS:

1. Negi, Dr.Jagmohan : Travel Agency & Tour Operation.
2. Negi, Dr.Jagmohan : Tourism & Travel Concepts and Principles.

MBA(TA)-304

MADHYA PRADESH TOURISM

Max.Marks:100
External : 70
Internal : 30

UNIT-I Madhya Pradesh - Its Geography, Geology, Climate, Flora, Fauna, River, Mountain.

UNIT-II Brief History of Madhya Pradesh - Ancient, Medieval and Modern with special reference to tourism perspective.

UNIT-III Heritage, Pilgrimage, Sanctuaries, National Park and Fair and Festivals of Madhya Pradesh.
UNIT-IV Transport, Accommodation, Other Facilities and Amenities available in M.P.

UNIT-V Tourist flow in M.P. and their social and economic impact, role of government, private and public sector in the promotion of tourism in M.P.

Suggested Readings:

2. Thakur, Promila: M.P. Ek Bhugolik Adhyayan.
3. Singh R.L.: Regional Geography of India (Relevant Chapter).
4. All Districts Gazettes of M.P.
5. All the Publications of Archaeological Survey of India.

MBA(TA)-305 FOREIGN LANGUAGE (FRENCH)

Maxi. Marks -100
External - 70
Internal - 30

UNIT-I Translation of a simple passage or sentences from French into English.

UNIT-II Translation of a simple passage or sentences from English into French.

UNIT-III Questions based on the grammar of unit 4, unit 5 and unit 6 of the prescribed book.

UNIT-IV Questions on the lessons of unit 4, unit 5 and unit 6 of the prescribed book.

UNIT-V Letter writing formal/informal.