

**Avinashilingam Institute for Home Science and Higher Education for Women  
Coimbatore-641043.  
Master Degree Examination – November 2017  
Semester I**

**Class : I PG  
Major : Tourism and Travel Management**

**Time: 3 hours  
Max. Marks: 60**

**17MTAC03 Human Resource Management in Tourism  
Part A**

**10 x 1/2 = 5**

**Choose the correct answer**

1. Planning is a \_\_\_\_\_ of HRM  
a. Objectives                      b. Function                      c. Scope                      d. Aspect
2. Personnel aspect is included in the \_\_\_\_\_ of HRM  
a. Nature                      b. Policy                      c. Scope                      d. Concept
3. Bidding is a \_\_\_\_\_ source of recruitment  
a. External                      b. Necessary                      c. Internal                      d. Lateral
4. Vestibule training is an \_\_\_\_\_ training method  
a. On the job                      b. Off the job                      c. On contract                      d. Off contract
5. The three main areas of human resource development are human resource management, quality improvement and \_\_\_\_\_ development.  
a. Personnel                      b. Personal                      c. Career                      d. Organisational
6. HRD is an essential subject everywhere, be it a manufacturing organization or service sector industry. This is the \_\_\_\_\_ feature of HRD.  
a. All pervasive                      b. Multidisciplinary                      c. Continuous                      d. Systematic
7. Collective bargaining is a technique of \_\_\_\_\_.  
a. ITDC                      b. IR                      c. MBO                      d. HRP
8. The term industrial relations explains the relationship between employees and \_\_\_\_\_  
a. Management                      b. Publics                      c. Supervisors                      d. Subordinates
9. The Kite festival in India is based on the \_\_\_\_\_ aspect of tourism in India.  
a. Environmental                      b. Ancillary                      c. Private                      d. Cultural
10. Boat houses in Kerala is an example of  
a. Tourism publicity                      b. HRD                      c. Eco-tourism                      d. HRM

**Part B**

**5 x 4 = 20**

**Answer ALL questions**

**Each answer should not exceed 200 words or one page**

11.a. Discuss the nature of HRM.

Pervasive force-action oriented-people oriented-future oriented-development oriented-integrating mechanism-interdisciplinary-continuous function.

**(Or)**

11.b. What are the objectives of HRM?

To use skills of workforce efficiently-provide training-fulfil employees expectations-develop a conducive quality-communicate HR policies etc

12.a. What are internal and external sources of Recruitment?

Internal-transfers-promotions-present employees

External-advertisements-employee exchange-school-colleges-references etc

**(Or)**

12.b. Explain the term OJT(on the job training).

A method by which employees are given hands on experience.

13.a. What are the objectives of HRP?

The objectives of human resource planning are to:

1. Ensure adequate supply of manpower as and when required.
2. Ensure proper use of existing human resources in the organisation.
3. Forecast future requirements of human resources with different levels of skills.
4. Assess surplus or shortage, if any, of human resources available over a specified period of time.
5. Anticipate the impact of technology on jobs and requirements for human resources.
6. Control the human resources already deployed in the organisation.
7. Provide lead time available to select and train the required additional human resource over a specified time period.

**(Or)**

13.b. Explain the role of HRD professionals.

At present the HRD Professionals acts as: Strategic adviser to help the decision makers on issues related with HRD. They also play the role of an HR systems designer and developer by assisting the HR management in designing and developing HR systems in an organization to increase its performance.

14.a. What are the essential conditions for sound Industrial Relations?

The establishment of good industrial relations depends upon on the constructive attitude on the part of both management and the union. The constructive attitude in its turn depends on all the

- basic policies and procedures laid down in an organization for the promotion of healthy industrial relations. It depends on the ability of the employers and trade union to deal with their mutual problems freely, independently with responsibility. They should have their faith in collective bargaining rather than in collective action.

(Or)

14.b. What do you mean by Industrial conflict? Explain.

“Industrial dispute means any dispute or difference between employers & employees, or between employers & workmen or between workmen & workmen, which is connected with the employment

15.a. How does India benefit from the economic aspect of tourism in India?

Import and export of products-income from foreign tourists and products etc

(Or)

15.b. Explain Tourism publicity.

As part of its marketing / publicity activities, the Ministry of Tourism brings out brochures, leaflets, maps, films, CDs, etc. on various topics. Each heading given below details the theme on an all India basis, based on availability of the respective products. In case of the destination folders, the leaflet / folder / brochure gives the information about the place or the destination with various facets of the facilities available, sight seeing around the place, important telephone numbers and the contact points of India tourism officers. Similarly, the films deal with the subject in its entirety covering all destinations of the country.

### Part C

5 x 7 = 35

Answer ALL questions

Each answer should not exceed 600 words or three pages

16.a. Critically analyse the evolution of the HRM concept.  
Industrial revolution- trade unionism-scientific management- HR movement- OB and theory- industrial and labour relations-HR approach.

(Or)

16.b. Elaborately explain the scope of HRM.  
Personnel aspect-IR-social security-welfare

17.a. Explain the process of Selection in detail.  
Screening-application blank-test-interview-background check-medical-job offer

(Or)

17.b. What is MBO? Explain in detail  
Management by objectives (MBO) is a management model that aims to improve performance of an organization by clearly defining objectives that are agreed to by both management and employees.

18.a. Analyse the process of HRP.  
Determining objectives-analysing current manpower inventory-forecasting demand and supply- analysing the man power gaps-employment plan-training and development-appraisal of manpower.

(Or)

18.b. How are the HRD functions important for an organisation? Explain elaborately with examples.  
Training and development-organisational development-career development

