

SYLLABUS

1. English Paper

- a) Functional Grammar and correct Usages
- b) Vocabulary and idioms
- c) Sentence Structure
- d) Writing Skills
- e) Essay Writing

2. General Knowledge

- a) Indian History
- b) Geography
- c) Indian Polity and constitution.
- d) Indian Economy
- e) General Science

3. Travel and Tourism Management

(a) Understanding Entrepreneurship and Management

- 1) Management: Concept and Functions
- 2) Entrepreneurship: Concepts and Function
- 3) Corporate Forms in Tourism
- 4) Management issues in Tourism

(b) Understanding organization Theory


- 1) Understanding Organizations
- 2) Planning and Decision Making
- 3) Organizing
- 4) Monitoring and Controlling

(c) Organizational Behaviour Issues

- 1) Small Group Behaviour
- 2) Inter Personal Behaviour
- 3) Supervisory Behaviour

(d) Management Function

- 1) Human Resource Management
- 2) Financial management
- 3) Operations management
- 4) Marketing Management


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5) Information technology and management

(e) Managing Financial Operations

- 1) Understanding P & L Statements
- 2) Understanding Balance Sheet
- 3) Profitability Analysis
- 4) Project Formulation and Appraisal

(f) Managerial Practice in Tourism - 1

- 1) Tour Operators
- 2) Travels Agencies
- 3) Hotels
- 4) Public Relation

(g) Management Practice in Tourism - 2

- 1) Food services
- 2) Tourist transport
- 3) Airlines
- 4) Airports

(h) Convention promotion and management

- 1) Convention Industry
- 2) Planning Conventions
- 3) Management and Implementation of Conventions

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A. S. Singh
 Secretary
 Department of Tourism
 Govt. of Arunachal Pradesh
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