

Roll No. ....

## **BHM–303**

### **Principles of Management**

Bachelor of Hotel Management (BHM–11/16/17)

Third Year, Examination, 2017

**Time : 3 Hours**

**Max. Marks : 40**

**Note :** This paper is of **forty (40)** marks containing **three (03)** Sections A, B and C. Attempt the questions contained in these Sections according to the detailed instructions given therein.

#### **Section–A**

##### **(Long Answer Type Questions)**

**Note :** Section ‘A’ contains four (04) long answer type questions of nine and half ( $9\frac{1}{2}$ ) marks each. Learners are required to answer *two* (02) questions only.

1. Explain the term Management. Discuss Management vs. Administration.
2. Explain the concept of decentralization along with its advantages and disadvantages.
3. Describe the barriers involved in effective communication in detail. Write down few suggestions for managers to overcome barriers to communication.
4. What do you mean by Planning ? Explain its importance and steps involved in planning.

**Section-B****(Short Answer Type Questions)**

**Note :** Section 'B' contains eight (08) short answer type questions of four (04) marks each. Learners are required to answer *four* (04) questions only.

Briefly discuss the following :

1. Training and Development
2. Departmentalization
3. Control Techniques
4. Leadership Qualities
5. Sources of Recruitment
6. Need of Co-ordination
7. Role of Objectives
8. SWOT Analysis

**Section-C****(Objective Type Questions)**

**Note :** Section 'C' contains ten (10) objective type questions of half  $\frac{1}{2}$  mark each. All the questions of this Section are compulsory.

Fill in the blanks :

1. \_\_\_\_\_ consists of recruiting, training, and developing people who can contribute to the organized effort.
2. A(n) \_\_\_\_\_ is group of people working together in a structured and coordinated fashion to achieve a set of goals.

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3. \_\_\_\_\_ is a set of activities directed at an organization's resources, with the aim of achieving organizational goals in an efficient and effective manner.
4. Henry Fayol laid down \_\_\_\_\_ number of principles.
5. F.W. Taylor contributed \_\_\_\_\_ management.
6. The number of persons reporting directly to a superior person is called \_\_\_\_\_.

Choose True *or* False :

7. To be effective, an organization must have clearly defined sets of goals and objectives.
8. All organizations develop a systematic structure that defines and limits the behavior of their members.
9. Incentives can help raise all aspects of organization performance.
10. Outside hires rarely bring new ideas to the organization.

