

Roll No.

HM-104

Principles of Management

Master of Hotel Management (MHM-17)

First Semester, 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. Discuss Fayol's fourteen principles of Management.
2. Describe the following :
 - (a) Functions of Management
 - (b) Classify the roles of managers
3. Explain the following :
 - (a) Centralization
 - (b) Decentralization
 - (c) Span of Control
4. Discuss Motivation and *two* theories of Motivation.

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.

1. Define MBO.
2. What is Authority ?
3. List the steps involved in selection process.
4. Classify the different types of departmentalization.
5. Discuss the various types of communications and its benefits.
6. Analyse the tools used to improve productivity.
7. How and why is Guest Satisfaction assured in hotels ?
8. What is the importance of ethics in hospitality business ?

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.

Choose the correct answer :

1. The department(s) that an event management company will have is (are) :
 - (a) Creative
 - (b) Production
 - (c) Client servicing
 - (d) All of the above

2. Who said, “Management is a multiple purpose organ that manages a business, manages a manager and manages workers and work” ?
 - (a) Harold Koontz
 - (b) Peter Drucker
 - (c) Kenneth O ‘Donell
 - (d) Anonymous
3. Which theory assumes that people are naturally lazy and will avoid work and responsibilities if possible ?
 - (a) Theory X
 - (b) Theory Y
 - (c) Theory Z
 - (d) None of the above
4. The word _____denotes a function, a task, a discipline.
 - (a) Management
 - (b) Leadership
 - (c) Motivation
 - (d) None of the above
5. Delegation of authority results in prompt _____.
 - (a) Understanding
 - (b) Decision-making
 - (c) Both (a) and (b)
 - (d) None of the above
6. Who is the father of the three-needs theory ?
 - (a) Vroom
 - (b) McClelland
 - (c) Peter Drucker
 - (d) None of the above

7. Positive motivation makes people willing to do their work in the best way they can and improve their ____.
- (a) Skills
 - (b) Performance
 - (c) Both (a) and (b)
 - (d) None of the above
8. Frederick Winslow Taylor's Mechanism of Scientific Management includes :
- (a) Scientific task setting
 - (b) Planning the task
 - (c) Standardization of tools and equipments
 - (d) All of the above
9. What does a mission statement specify that the organization will achieve ?
- (a) Goals
 - (b) Profit
 - (c) Both (a) and (b)
 - (d) None of the above
10. The higher the _____ level of the employee, the lower the job satisfaction.
- (a) Managerial
 - (b) Educational
 - (c) Satisfaction
 - (d) None of the above