

P-336

Total Pages : 3

Roll No.

BTTM-102

Principles of Management

Bachelor of Tourism and Travel Management (BTTM)

1st Semester Examination, 2023 (June)

Time : 2 Hours]

[Max. Marks : 35

Note : This paper is of Thirty Five (35) marks divided into two (02) Sections A and B. Attempt the questions contained in these sections according to the detailed instructions given therein.

SECTION-A

(Long Answer Type Questions)

Note : Section 'A' contains Five (05) long answer type questions of Nine and Half (9½) marks each. Learners are required to answer any Two (02) questions only.

(2×9½=19)

1. "Attitude of a hotel service staff is more valuable than hospitality knowledge and skill". Explain.

2. What is planning ? Discuss its different types and significance.
3. Illuminate the role of professional manager in the Tourism industry. Also discuss the qualities of a good manager.
4. 'The first impression is the last impression in the tourism industry'. Justify this statement.
5. Evaluate the functions of management in your words.

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 any Four (04) questions only. (4×4=16)

1. In what way Span of Control can be utilized in the tourism industry ?
2. Define the professional tour manager's responsibility in the tourism industry.
3. A customer-focused strategy for management is currently being developed by the majority of top organisations. Enlist the various strategies marketers employ to satisfy tourists.

4. Explain the differences between Decentralization and Centralization.
 5. Elucidate the significance of Directing.
 6. What do you understand by Staffing ?
 7. Why motivation is important for tourism and hospitality organization ?
 8. Define any *two* :
 - (a) Motivation and controlling.
 - (b) Processes of communication.
 - (c) Decision making.
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