

**BTS–102/BTTM–102****Principles of Management**

Bachelor of Tourism and Travel Management  
(BTS-12/BTTM-16/17)

First Semester, Examination, 2017

**Time : 3 Hours**

**Max. Marks : 40**

**Note :** This paper is of **forty (40)** marks containing **three (03)** Sections A, B, 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. ‘Management process is a sequence of various managerial function.’ In light of this statement explain the various functions of management.
2. What do you understand by communication ? Explain the process of communication in detail.
3. Define ‘Control’. Describe the essential elements of effective control.
4. Explain the two factor theory of Herzberg and also compare it with Maslow’s need hierarchy theory.

**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 any *four* (04) of the following :

1. Management is a science or art.
2. Planning Process.
3. Organizational Structure.
4. Purpose of staffing.
5. Importance of Leadership
6. Coordination.
7. Delegation of Authority.
8. Principles of Directing.

**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.

Write True/False against the following :

1. It is desirable to have multiple objectives rather than a single objective.
2. Delegation is essential for management but decentralization is optional.
3. Two-way communication ensures feedback to the initial message sent.
4. The terms 'Administration' and 'Management' are synonymous.
5. Leadership is a tangible quality and its effectiveness cannot be judged by behaviour and attitudes of the followers.

Objective type questions :

6. Among the following which is stated as a plan of an enterprise expressed in financial or physical terms ?
  - (a) Budget
  - (b) Standard Cost
  - (c) Budgetary Control
  - (d) Revenue Budget
7. The principle of organization that no employee should report to more than one superior is called as :
  - (a) Scalar principle
  - (b) Span of control
  - (c) Unity of command
  - (d) Unity of direction
8. Which one of the following principle is not propounded by Henri Fayol ?
  - (a) Principle of subordination of individual interest to general interest
  - (b) Principle of *Espirit de corps*
  - (c) Principle of order
  - (d) Principle of exception
9. Which of the following denotes the orderly arrangement of group efforts to provide unity of action in the pursuit of a common purpose ?
  - (a) Cooperation
  - (b) Coordination
  - (c) Collaboration
  - (d) None of these

10. .... is regarded as a system for improving performance, both of the individual managers and the enterprise as a whole, by setting of objectives at the corporate, departmental and individual manager's level.
- (a) Management by exception
  - (b) Management by objectives
  - (c) Management by principles
  - (d) None of these