

Roll No.

BTS–102/BTTM–102

Principles of Management

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

First Semester, Examination, 2018

Time : 3 Hours

Max. Marks : 40

Note : This paper is of **forty (40)** marks containing **three (03)** Sections A, B and C. Learners are required to 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 is the art of getting things done through others.” Elaborate. Critically examine the pros and cons of the universality concept of management.
2. Define the term ‘organization’. Describe its characteristics. Distinguish between organization as a structure and as a process.
3. ‘Motivation is the core of management.’ Explain. What can management do to motivate the staff in an industrial organization ?

(B-93) P. T. O.

4. What is Managerial Grid as developed by Blake and Mouton ? Describe some important 'qualities that make for successful leadership.

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. Distinguish between Management and Administration.
2. Distinctive contribution of Taylor to the Theory of Management.
3. Classification of Planning Premises.
4. Essentials factors should an Organization Consider in Determining the Amount of its Decentralization.
5. Techniques of Achieving Effective Coordination.
6. Suggest measures to Make Communication Effective.
7. Importance of Rationality in Decision-Making.
8. Various types of tests used for the Selection of Personnel.

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 with appropriate words *or* phrases :

- 1 Planning is based
- 2 Organizing refers to

[3]

3. Line organization is also known as organization.
4. In the communication process, a receiver is
5. The objective of control is

Which of the following statements are True/False ?

6. A reporting relationship in which an employee receives orders from, and reports to, only one supervisor is known as unity of direction.
7. According to Frederick Taylor, the managers was to blame for the inefficiency in organizations.
8. The act of entrusting subordinates with the same power that are of the superior is termed delegation.
9. Blake and Mouton propounded the concept of managerial grid.
10. Elton Mayo is attributed with developing the scientific management perspective.