

Roll No.

HM-104

Principles of Management

Master of Hotel Management (MHM-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. What do you mean by Management ? Write down the characteristics and importance of the management.
2. Explain the functions of Management in brief.
3. Write down the neat and clean organizational structure of management and explain the duties and responsibility of the General Manager.

(B-86) P. T. O.

4. Define the challenges we are facing for controlling the Tourism Organization.

Section-B

(Short Answer Type Questions)

Note : Section 'B' contains seven (07) short answer type questions of four (04) marks each. Learners are required to answer *four* (04) questions only.

1. Write the recruitment process in detail.
2. What do you mean by Communication ? Write down the process of communication.
3. What do you mean by Event Management ? What are the points we have to keep in our mind for organizing the Event ?
4. Define the barriers we are facing in the communication. Explain them.
5. What do you mean by Planning ? Define the principles of Planning.
6. Define the roles of Hospitality in Tourism industry.
7. What are the skills we required in Management Professional ?

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.

1. Which of the following is the major function of Management ?
(a) Planning

- (b) Organizing
 - (c) Controlling
 - (d) All of the above
2. Which of the following contributed by F.W. Taylor ?
- (a) Principle of Management
 - (b) Scientific Management
 - (c) Theory of motivation
3. Management is an :
- (a) Art
 - (b) Science
 - (c) Both (a) and (b)
4. Need based theory of motivation invented by :
- (a) M.C. Gregor
 - (b) Peter Drucker
 - (c) Elton Mayo
 - (d) Maslow
5. Write one of the following is not associated with social responsibility ?
- (a) Social Commitment
 - (b) Social Concern
 - (c) Social Programme
 - (d) Social Structure

6. Responsibility is :
 - (a) Delegation of Power
 - (b) Power of command
 - (c) Obligation to the duty
7. Which one of the following can be delegated in management ?
 - (a) Authority
 - (b) Responsibility
 - (c) None of the above
8. The number of person reporting directly to a person is called :
 - (a) Communicating
 - (b) Coordinating
 - (c) Span of Control
9. Top management function are the most important because these take care of :
 - (a) Overall Organization
 - (b) Specific Problems
 - (c) Routine Problem
 - (d) Extra Ordinary Problems
10. Business organization should feel concerned with social responsibility because they :
 - (a) are the part of society
 - (b) can make huge profit
 - (c) can be more efficient
 - (d) can complete in better way