

C744

Total Pages : 3

Roll No.

BHM-303

Principles of Management

Bachelor of Hotel Management (BHM)

3rd Year Examination, 2022 (June)

Time : 2 Hours]

Max. Marks : 40

Note : This paper is of Forty (40) 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 Ten (10) marks each. Learners are required to answer any Two (02) questions only.

(2×10=20)

1. Explain the term 'Management'. Discuss various functions of Top management.
2. What is planning? Explain the various steps involved in the planning process. Discuss five limitations of planning.

3. Explain the different motivation theories. Discuss the usefulness of motivation in organisational leadership.
4. Discuss the importance of “Directing”. Why is good direction necessary for running a successful hotel?
5. Write detailed notes on any *two* of the following :
 - (a) Advantages of Training Method.
 - (b) SWOT analysis.
 - (c) Sources of Recruitment.

SECTION-B

(Short Answer Type Questions)

Note : Section 'B' contains Eight (08) short answer type questions of Five (05) marks each. Learners are required to answer any Four (04) questions only. (4×5=20)

1. Differentiate between Management and Administration.
2. What is span of control?
3. What is management by objectives?
4. Differentiate between Authority and Power.
5. What is job enrichment? Give any two examples.

6. Define communication. Write four advantages of a verbal communication.
 7. Differentiate between Recruitment and Selection.
 8. Explain the important characteristics of an Effective Control System.
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