

Roll No. ....

## **BHM–303**

### **Principles of Management**

Bachelor of Hotel Management (BHM–11/16)

Third Year, Examination, 2017

**Time : 3 Hours**

**Max. Marks : 30**

**Note :** This paper is of **thirty (30)** marks containing **three (03)** sections A, B and 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 seven and half ( $7\frac{1}{2}$ ) marks each. Learners are required to answer *two* (02) questions only.

1. What is “Scientific Management Theory” in the reference to hotel industry ? Discuss the contribution of other thinkers in Scientific Management Theory.
2. Who is a Leader ? Explain Leadership theories practiced in Indian Companies.
3. Discuss the importance of “Directing”. Why good direction is necessary for a hotel to run successfully ?
4. What is “Authority” ? Discuss Delegation and Decentralization with the help of examples from hospitality.

**Section-B****(Short Answer Type Questions)**

**Note :** Section 'B' contains eight (08) short answer type questions of two and half ( $2\frac{1}{2}$ ) marks each. Learners are required to answer *four* (04) questions only.

Write short notes on the following :

1. Coordination.
2. Important characteristics of an effective control system.
3. Exit Interview.
4. Job Enrichment.
5. Barriers of Communication.
6. Informal Organization.
7. Role of General Manager of a Hotel.
8. Limitations of Planning.

**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 :

1. .... is a program designed to help employees get comfortable in a new organization.
2. .... the process of engaging two or more people in working together in a structured way.
3. TQM stands for ..... .
4. .... is the process of developing human resource.
5. .... is the founder of Taj Group.

**[ 3 ]**

True / False :

6. Arranging right equipment is for working is Man Power Planning.
7. Verbal Communication is essential in private business.
8. F.W. Taylor gave Motivation Theory X.
9. Responsibility cannot be delegated in management.
10. Management is not a continuous process.

