

BHM–303

Principles of Management

Bachelor of Hotel Management (BHM-11/16)

Third Year, Examination, 2018

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. Explain the term Management. What are 14 principles of Henry Fayol ?
2. Explain the different motivation theories and also discuss how it is useful in leadership of an organization.
3. Explain the concept of organizational structure. What are the basis on which departmentalization is done ? Explain with examples.
4. Define communication. Explain the various types of communication with its relative merits and demerits.

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.

Define in 2 or 3 lines each :

1. Management vs. Administration.
2. MBO.
3. SWOT analysis.
4. Leadership qualities.
5. Selection Process.
6. Need of Co-ordination.
7. Planning.
8. Control Techniques.

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. consists of recruiting, training and developing people who can contribute to the organized effort.
2. A(n) is group of people working together in a structured and coordinated fashion to achieve a set of goals.
3. is a set of activities directed at an organization’s resources, with the aim of achieving organizational goals in an efficient and effective manner.
4. The technique which is said to be a play or a future course of action is called

5. First stage of group development is
6. The number of persons reporting directly to a superior person is called

Choose (True/False) :

7. Management is the combination of Arts, Science and Profession. (True/False)
8. Every managerian organization gives direction to his subordinates as a superior and receives direction as subordinate from his superior. (True/False)
9. Incentives can help raise all aspects of organization performance. (True/False)
10. Outside hires rarely bring new ideas to the organization. (True/False)

