

## **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. What do you understand by corporate social responsibility ? Elaborate the skills required by a professional manager.
2. “Planning is one of the most important aspects of a successful organization.” Discuss.
3. Explain the concept of management and bring out its importance in present-day context.
4. What do you mean by controlling ? Identify its importance in business organizations.

**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. Difference between management and administration.
2. Advantages and limitations of Staffing.
3. Essential characteristics of a good decision.
4. Upward communication.
5. Principal ‘span of control’.
6. Motivation.
7. Organizational Structure.
8. Distinction between Autocratic and Democratic Leadership.

**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.

Write true/false against the following :

1. Budgets are standing plans.
2. Management is a science and art both.
3. Planning is a continuous process.
4. Delegation is a process while decentralization is the end result.
5. The concept of scientific management was given by Henry Fayol.

Fill in the blanks :

6. The informal group communication is called ..... .
7. X and Y theory of motivation is given by ..... .
8. .... is the process of selection from alternatives of a course of action.
9. .... is a group of people contributing their efforts towards the attainment of goals.
10. To induce people to act in a desired manner is called ..... .

