

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, 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. Evaluate the various performance appraisal techniques.
2. Discuss the nature and purpose of planning. What are the tools and techniques of planning ?
3. Explain the steps involved in managerial decision-making process.
4. List the barriers to communication. How would you overcome the barriers ?

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.

1. Importance of planning.
2. Delegation of authority.
3. Factors influencing span of control.
4. Levels of management and skills corresponding to them.
5. Process of staffing.
6. The management grid.
7. Objectives of IATA.
8. Tourism industry vs. Manufacturing industry.

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 cluster of decisions about what goals to pursue, and how to use resources to achieve goals.
2. structuring working relationships so organizational members work together to achieve organizational goals, one of the four principle tasks of management.
3. is a manager who is responsible for the daily supervision of non-managerial employees.
4. is the ability to understand, alter, lead and control the behaviour of other individuals and groups.

5. is contracting with another company, usually abroad, to have it perform an activity the organization previously performed itself.
6. Mr. A is a Manager on XYZ Company; he has a reputation for being an open and honest person and understands how to motivate employees and customers, he said to have good skills.
 - (a) Sales
 - (b) Political
 - (c) Interpersonal
 - (d) Technical
7. is the most common cause of business failure.
 - (a) Insufficient capital
 - (b) Unstable market
 - (c) Insufficient experience
 - (d) Poor entrepreneurship
8. is an employee who discloses illegal or unethical conduct on the part of others in the organization.
9. The practice of moving individuals to various types of jobs within the organization at the same level or next-immediate-higher level for periods of time from an hour or two to as long as a year is known as
10. TQM focuses on management.

