

# **BHM-303**

## **Principles of Management**

Bachelor of Hotel Management (BHM-11/16)

Third Year, Examination, 2019 (June)

**Time : 3 Hours]**

**Max. Marks : 40**

**Note :** This paper is of Forty (40) marks divided into 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 Nine and half (9½) marks each. Learners are required to answer any two (2) questions only.

(2×9½=19)

1. What do you mean by planning ? Explain various steps of planning process. Discuss any five limitations of planning.
2. Discuss recruitment and selection practices adopted by hospitality sector in India.

3. What do you mean by control ? Discuss its types. Write the essentials of an effective control system.
4. Define Management. Explain features of management. Differentiate between management and administration.

**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 any four (04) questions only. (4×4=16)

1. Write any four advantages of verbal communication.
2. What do you mean by Laissez-faire leadership ? Give two examples.
3. What is critical incident method of appraisal system?
4. Differentiate Training & Development with the help of relevant examples.
5. What is decentralization ? Give two examples.
6. What is corporate planning?
7. Explain Management process with the help of relevant examples.
8. Write any four methods of off the job training.

**SECTION-C**  
**(Objective Type Questions)**

**Note :** Section 'C' contains ten (10) objective type questions of half ( $\frac{1}{2}$ ) marks each. All the questions of this section are compulsory. (10 $\times$  $\frac{1}{2}$ =05)

1. Which theory assumes people are naturally lazy and will avoid work & responsibilities if possible?
  - (a) Theory X
  - (b) Theory Y
  - (c) Theory Z
  - (d) None of the above.
  
2. Henri Fayol laid down ..... Principles of Management.
  - (a) 10
  - (b) 12
  - (c) 14
  - (d) 16.
  
3. Espirit Corps means
  - (a) Service is one motto
  - (b) Union is strength
  - (c) Buyer Service
  - (d) All of the above.

4. Which of the following contributed by F.W. Taylor
- (a) Principles of Management
  - (b) Scientific Management
  - (c) Theory of Motivation
  - (d) All of the above.
5. Delphi technique is associated with
- (a) Decision making
  - (b) Planning
  - (c) Coordination
  - (d) Leadership.

State True or False.

6. A structure with fewer horizontal layers results in increased expenditure and wastage of time.
7. Outside hires rarely bring new ideas to the organization.
8. The leader with legitimate power has personal characteristics that appeal to others.
9. Operatives are managers who supervise the work of other people in the organization.
10. Organization charts are prepared for the purpose of describing the organization structure ; they cannot be used as management tools.