

BACHELOR IN HOTEL MANAGEMENT (BIHM)

Term-End Examination

December, 2012

BHY-028 : PRINCIPLES OF MANAGEMENT

Time : 3 hours

Maximum Marks : 100

*Note : (i) Attempt **any five** questions in all.*

*(ii) All questions carry **equal** marks.*

1. What is management ? Discuss the nature and importance of management.
2. Trace the evolution of modern management thought.
3. Define planning. What are the various types of planning ? Discuss the process of planning in hospitality business.
4. Write a note on *any two* :
 - (a) SWOT analysis
 - (b) Decision making process
 - (c) Staffing
 - (d) Accountability

5. Compare formal and informal organisations. Which of these is more appropriate for a large scale tourism enterprise ?
 6. Discuss the usefulness and relevance of Maslow's theory of Motivation in today's business world.
 7. Define Leadership. What is importance of leadership in an organisation ?
 8. Write a note on *any two* :
 - (a) Job analysis
 - (b) Selection
 - (c) Promotion and Training
 9. What is directing ? Explain principles and importance of directing.
 10. Write a descriptive note on *any two* :
 - (a) Levels of Management
 - (b) Delegation
 - (c) HRD, and
 - (d) Morale - incentives
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