

**BACHELOR IN HOTEL MANAGEMENT (BIHM)**

**Term-End Examination**

00121

**December, 2014**

**BHY-028 : PRINCIPLES OF MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

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**Note :** Attempt any **five** questions. All questions carry equal marks.

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1. Define Management. Discuss the levels of management. 20
2. Are the theories of management as given by Taylor and Henry Fayol still valid in the modern day management ? Justify. 20
3. "Planning is a rigorous practice." Comment. 20
4. What do you mean by organization ? What are its types ? Explain with examples. 20
5. Write short notes on any **two** of the following : 2 × 10 = 20
  - (a) Span of Management
  - (b) Characteristics of Management
  - (c) Difference between Centralization and Decentralization

6. What is the need of motivation in the organizations ? Discuss. 20
7. Differentiate between Recruitment and Selection with examples. 20
8. Write short notes on the following : 4×5=20
- (a) Performance Appraisal
  - (b) Vroom's Expectancy Theory
  - (c) Promotional Methods employed in organisations
  - (d) Importance of Planning
9. Define Direction. Explain its distinguished characteristics. 20
10. How does Maslow's theory of need hierarchy contribute into modern hospitality business ? Illustrate your answer with suitable examples. 20
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