

BACHELOR IN HOTEL MANAGEMENT (BIHM)

Term-End Examination

December, 2017

BHY-028 : PRINCIPLES OF MANAGEMENT

Time : 3 hours

Maximum Marks : 100

- Note :** (i) *Attempt any five questions.*
(ii) *All questions carry equal marks.*

1. Explain Maslow's theory of need hierarchy with examples. 20
2. Discuss the characteristics and principles of directing, also mention the importance of directing techniques. 20
3. What are the different steps in planning ? Elaborate their Importance. 20
4. Differentiate between formal and Informal organisations. Which one is more effective for a better management of staff ? 10x2=20
5. What is the meaning of 'Manpower Planning' ? Discuss with relevant examples. 10x2=20
6. Briefly discuss any four : 5x4=20
 - (a) Recruitment
 - (b) Training
 - (c) Promotion
 - (d) Delegation
 - (e) Span of Management

7. Describe the process of management in order to create effective job analysis of their staff in today's hospitality Industry. 20
 8. Discuss the various leadership theories in brief. 20
 9. 'Chain of Command' is a requisite for a hotel management facing union issues. Discuss the statement with examples. 20
 10. What is Job Evaluation? Why is it necessary to be taken on performed on a regular intervals? Discuss. 20
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