

**M.Sc. IN HOSPITALITY ADMINISTRATION  
(MHA)**

00353

**Term-End Examination**

**December, 2017**

**MHA-001 : MANAGEMENT FUNCTIONS AND  
BEHAVIOUR IN HOSPITALITY**

*Time : 3 hours*

*Maximum Marks : 100*

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

(ii) *All questions carry equal marks.*

1. Discuss the various responsibilities of a manager towards customers. 20
2. What do you understand by controlling in management ? Mention the basic steps involved in designing a control process. 20
3. Define organisational culture. Discuss the dimensions of organisational culture. 20
4. Write short notes on any two of the following :  
(a) Managerial obsolescence 10x2=20  
(b) Managerial Ethos  
(c) Conflict avoidance strategy
5. What do you understand by Management by Objectives(MBO) ? Discuss the benefits and limitations of MBO. 20

6. Mention the elements of an organisation structure. Differentiate between formal and informal organisation structure. 20
  7. Discuss in brief the barriers to effective communication. Give relevant examples. 20
  8. Define MIS. How can an effective MIS be designed for hospitality sector ? 20
  9. What do you understand by planning framework ? Differentiate between strategic and operational planning. 20
  10. Explain the determinants of interpersonal behaviour. What is its relevance in hospitality trade ? 20
-