

**BACHELOR IN HOTEL MANAGEMENT (BIHM)**

**Term-End Examination**

**June, 2019**

**BHY-028 : PRINCIPLES OF MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

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

*(ii) All questions carry equal marks.*

1. What are the different thoughts of Management from its inception till today ? Discuss with suitable examples. 20
2. Discuss the different types of plans you could use for improving management processes in a quick service restaurant. Elaborate with the help of a diagram. 20
3. Write short notes on any two of the following : 2x10=20
  - (a) Centralization Vs De-centralization
  - (b) Planning Vs Organizing
  - (c) Responsibility Vs Accountability
4. Write short notes on any two of the following with relevant examples : 2x10=20
  - (a) Job Analysis
  - (b) Manpower Planning
  - (c) Chain of Command

5. "Management by Objective (MBO) is the process that revolves around the setting up of organizational goals"-Discuss with suitable examples. 20
  6. Is management an art or science ? Discuss with suitable examples. 20
  7. What are the different principles of Directing ? Discuss with suitable examples. 20
  8. Discuss the term 'Morale'. Explain its relevance in regards to incentives in hospitality industry. 10x2=20
  9. Discuss 'Maslow's theory of need hierarchy' with suitable examples. 20
  10. What do you understand by Job Evaluation ? Discuss different techniques of Job Evaluation with regard to hospitality industry. 20
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