

BACHELOR IN HOTEL MANAGEMENT (BIHM)

00158

Term-End Examination

December, 2013

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 the process of Management. What are the levels of Management ? 10+10=20

2. Describe the management functions of co-ordinating and controlling. 20

3. Explain the various scientific and administrative management concepts. 20

4. State the Importance of Planning. What are the different types of planning ? 10+10=20

5. Explain the terms : 5x4=20
 - (a) Formal Organization.
 - (b) Informal Organization.
 - (c) Functional Organization.
 - (d) Line and Staff Organization.

6. What is meant by motivation ? State the Importance of motivation in the modern organizational context. 20
7. Explain the authority - responsibility - accountability relations. 20
8. Write short notes on : 5x4=20
- (a) Job analysis.
 - (b) Training.
 - (c) Performance appraisal.
 - (d) Promotion.
9. Explain the term morale. What are morale incentives ? 20
10. State the relevance of leadership in the organization. Which leadership style is appropriate in the modern organization ? 20
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