

BACHELOR IN HOTEL MANAGEMENT (BIHM)

Term-End Examination

June, 2014

BHY-028 : PRINCIPLES OF MANAGEMENT

Time : 3 hours

Maximum Marks : 100

Note : (i) Attempt any five questions.

(ii) All questions carry equal marks.

1. Define the concept of management. Discuss the nature and characteristics of management. 20
2. Trace the evolution of modern management thoughts. 20
3. Write short notes on **any two** of the following :
 - (a) Performance Appraisal 10+10=20
 - (b) Characteristics of Directing
 - (c) Steps in Planning
4. What is the importance of planning in an organisation ? What are the advantages and disadvantages of planning in the hospitality business ? Explain with relevant examples. 20
5. What is meant by 'Principles of Organisation' ? Explain the importance of organisation chart and manuals with respect to the hospitality business. 20

6. Write short notes on **any four** of the following : 4x5=20
- (a) Levels of Management
 - (b) Types of Plans
 - (c) Chain of Command
 - (d) Informal Organisation
 - (e) Job Design
7. Elaborate the co-relation between authority, responsibility and accountability. Discuss their impact on organisational supervision. 20
8. What is meant by motivation ? Explain the relevance and importance of motivation for employee performance with suitable examples. 20
9. What do you understand by HRD ? Discuss the importance of HRD in modern hospitality business environment. 20
10. Write short notes on **any two** : 2x10=20
- (a) Types of organisation
 - (b) Herzberg's hygiene - motivation theory
 - (c) Centralisation and decentralisation
-