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SARDAR PATEL UNIVERSITY
B.B.A (HM & TTM) (I Sem.) (NC) Examination
Wednesday, 22 April 2015
2.30 – 4.30 pm

UM01CBBH01/T01 - Principles of Management for Hospitality & Tourism

Total Marks: 60

Q-1 Define 'Decision Making'. Discuss process of decision making. **(15)**

OR

Q-1 Define 'Management'. Describe scope and functions management. **(15)**

Q-2 Clarify the concept of Organising. Describe various guiding principles of organisation. **(15)**

OR

Q-2

[A] Describe functional organisation structure with merits and demerits. **(08)**

[B] Differentiate between Centralisation and Decentralisation **(07)**

Q-3

[A] Explain need hierarchy theory of motivation given by Maslow. **(07)**

[B] Write a note on – Styles of Leadership **(08)**

OR

Q-3

[A] Explain Herzberg's two factor theory of motivation. **(07)**

[B] Define the term "Leadership". Describe qualities of a good leader. **(08)**

Q-4 Write short notes (**ANY TWO**) **(15)**

1. Culture and Multiculturalism
2. Effects of Globalisation in India
3. Social responsibility in business
4. Organisational environment in 21st century

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