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SARDAR PATEL UNIVERSITY

**F Y BBA (Honours) (HM & T&TM) (Semester- I) Examination
2013**

**Friday, 15th November
02:30 P.M. to 04:30 P.M.**

**SUBJECT : Principles of Management for Hospitality & Tourism
UM01CBBH01/T01**

Total Marks : 60

Q-1 Define 'Planning'. Explain process of planning. (15)

OR

Q-1

[A] Define 'Management'. Describe importance of management. (09)

[B] Write a note on – POSDCoRB (06)

Q-2

[A] Describe various guiding principles of organisation. (09)

[B] Differentiate between centralisation and decentralisation (06)

OR

Q-2

[A] Explain the concept of authority, responsibility and accountability. (07)

[B] Write a note on – Span of Management (08)

Q-3

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

[B] Describe qualities of a good leader. (08)

OR

Q-3

[A] Explain Theory X and Theory Y. (07)

[B] Discuss various styles of leadership. (08)

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

1. Culture and Multiculturalism
2. Globalisation
3. Social responsibility and ethics in management
4. Organisational environments in 21st century

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