

**SARDAR PATEL UNIVERSITY**

**F Y BBA (Honours) (HM & T&TM) (4 Years)**

**Semester- I Examination**

**2016**

**Thursday, 17<sup>th</sup> November**

**10:00 A.M. to 12:00 P.M.**

**SUBJECT : Principles of Management for Hospitality & Tourism**

**UM01CBBH01/T01**

**Total Marks : 60**

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

**OR**

Q-1 Define 'Planning'. Discuss process of planning. Also, explain different types of planning. (15)

Q-2 Explain the concept of Organising. Discuss guiding principles of organisation. (15)

**OR**

Q-2

[A] Describe Concept of Authority, Power and Responsibility. (08)

[B] Differentiate between Centralisation and Decentralisation (07)

Q-3

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

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

**OR**

Q-3

[A] Explain theory X and theory Y of motivation given by McGreor. (07)

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

Q-4 Discuss social responsibility in business. Also, write a note on Globalisation. (15)

**OR**

Q-4 Explain organisational environments in 21<sup>st</sup> Century. Also, write at note on Multiculturalism. (15)