

[95/A17]

SEAT No. _____

No. of Printed Pages : 1

SARDAR PATEL UNIVERSITY

F Y BBA (Honours) (HM & T&TM) (Semester- I) Examination (4 Years)

2018

Tuesday, 23rd October

02:00 P.M. to 04:00 P.M.

SUBJECT : Principles of Management for Hospitality & Tourism

UM01CBBH01/T01

Total Marks : 60

Q-1

[A] Define 'Management'. Explain importance of management. (08)

[B] Write a note on - POSDCoRB (07)

OR

Q-1 Explain concept and process of decision making. (15)

Q-2 Explain principles and process of organisation. (15)

OR

Q-2

[A] Differentiate between Centralisation and Decentralisation (09)

[B] Write a note on – Span of Management (06)

Q-3

[A] Critically evaluate Maslow's theory of motivation. (08)

[B] Write a note on – Motivation and Morale (07)

OR

Q-3

[A] Discuss Theory X and Theory Y of motivation. (08)

[B] Explain various styles of Leadership. (07)

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

1. Organisational and Natural Environments
2. Culture and Multiculturalism
3. Social responsibility and ethics in management

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