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SEAT No. _____

No. of Printed Pages : 1 52

SARDAR PATEL UNIVERSITY
F. Y B.B.A. (H) (HM & TM) Semester- I
Subject code-UM01CBBH09
Tuesday, 23rd October, 2018
02.00 pm To 04.00 pm

SUBJECT: Principles of Management for Hospitality & Tourism

Note: Each question carries 15 marks

Max Marks: 60

Q1 Describe various Functions and Features of Management in detail. 15

OR

Q.1 Write a detail note on Scope and Importance of Management. 15

Q.2 Discuss Planning Process and various Types of Planning in detail 15

OR

Q.2 Clarify the concept and discuss in detail : Process of Decision Making 15

Q.3 Write notes on: McGregor's X and Y theory and Maslow's need Theory of Motivation. 15

OR

Q.3 Describe various styles of leadership also Write in detail : Qualities of Good Leaders 15

Q.4 Write Detail notes on. (Any two) 15

(A) Globalization and Management

(B) Organizational Environment-Internal and External

(C) Social Responsibility and Business

(D) Concept of Business Ethics

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