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SEAT No. _____

No. of Printed Pages : 1

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SARDAR PATEL UNIVERSITY
F. Y B.B.A. (H) (HM & TM) Semester- I
Subject code-UM01CBBT09
Tuesday, 23rd October, 2018
02.00 pm To 04.00 pm

SUBJECT: Principles of Management for Hospitality & Tourism

Max Marks: 60

Note: Each question carries 15 marks

Q1 Explain functions and features of management With Examples. 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 Detail notes on: (a)McGregor's X and Y theory of Motivation 15

(b) Maslow's need Theory of Motivation.

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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