

[104]

SARDAR PATEL UNIVERSITY
F. Y B.B.A. (H) (HM & TM) Semester- I
Subject code-UM01CBBT21
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

- Q.1 What is Management? Discuss future scopes and Functions of Management. (15)
OR
- Q.1 (a) Explain the importance of Management in business now a days. (08)
(b) Write a short note on 'Recent Trends in Management' (07)
- Q.2 Describe various features and process of Planning in detail. (15)
OR
- Q.2 (a) What is planning? Discuss the types of planning. (08)
(b) Explain the concept of Decision making and its process. (07)
- Q.3 Define the term 'Organizing' Discuss the Guiding Principles of Organizing. (15)
OR
- Q.3 (a) Differentiate between Centralization and Decentralization. (06)
(b) Define the concept of Authority, Power and Responsibility. (09)
- Q.4 Write short notes on (Any two) (15)
A. Importance of Motivation
B. Qualities of good leader
C. Maslow's need theory
D. Styles of Leadership

—X—
①