

(4811) Seat No.: \_\_\_\_\_

No. of Printed Pages: 01

**SARDAR PATEL UNIVERSITY**

**B.B.A (HM) 1<sup>st</sup> – SEMESTER (HM & TTM)**

**DATE: 17/11/2016, Thursday**

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

**PRINCIPLE OF MANAGEMENT FOR HOSPITALITY & TOURISM**

**UM01CBBH09/BBT09**

**Total Marks: 60**

**Note:** 1. Figures to the right indicate marks of the questions.  
2. Answers should be precise and to the point.

- Q.1. Define Management? Describe in brief the functions of Management. [15]  
OR
- Q.1. (A) Write note on Henry Fayol contribution in management. [08]  
(B) Explain Nature of Management [07]
- Q.2. What do you mean by Planning? Explain classification of planning in detail? How is Planning a foundation of Management? [15]  
OR
- Q.2. (A) Explain various steps in Planning. [08]  
(B) What do you understand by Decision Making? Describe the process of Decision Making. [07]
- Q.3. (A) What is meant by Motivation? Explain Maslow's Need Hierarchy Theory in detail. [10]  
(B) What qualities should a leader have? [05]  
OR
- Q.3. Write notes on following:  
(A) Herzberg Two Factor Theory. [08]  
(B) Leadership style. [07]
- Q.4. Explain Organizational Environment in detail? [15]  
OR
- Q.4. Write note on following:  
(A) Natural Environments. [08]  
(B) Discuss Culture and Multiculturalism. [07]

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