

**SARDAR PATEL UNIVERSITY**  
**B.B.A. (HM & TTM) (I Semester) Examination**  
**Wednesday, 13<sup>th</sup> April 2016**  
**2.30 pm to 4.30 pm**  
**UM01CBBH01/UM01CBBT01**  
**Principles of Management for Hospitality & Tourism**

**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. (A) Define Management? Describe in brief the functions of Management. [10]  
 (B) Explain the Decision Making Process. [05]  
 OR
- Q.1. Define Planning? How is Planning a foundation of Management? Explain classification of planning in detail? [15]
- Q.2. (A) Explain the meaning of Organizing? Which are the steps involved in Organizing process? [08]  
 (B) Write a note on span of Management. [07]  
 OR
- Q.2. (A) Explain Centralization and Decentralization? Differentiate between Centralization and Decentralization. [08]  
 (B) Concept of Authority, Power and Responsibility. [07]
- Q.3. (A) Explain the meaning of Motivation? Explain Maslow's Need Hierarchy Theory in detail. [10]  
 (B) Autocratic or Directional Leadership. [05]  
 OR
- Q.3. Write short notes on following: [08]  
 (A) Herzberg Two Factor Theory. [08]  
 (B) Qualities of Good Leader. [07]
- Q.4. Explain Organizational Environment in detail? [15]  
 OR
- Q.4. Write short note on following: [05]  
 (A) Natural Environments. [05]  
 (B) Discuss Culture and Multiculturalism. [05]  
 (C) Globalization. [05]

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