

(119 & A-44)

SEAT No. _____

No. of Printed Pages : 1

SARDAR PATEL UNIVERSITY

F Y BBA (Honours) (HM & T&TM) (Semester- I) Examination (4 Years)

2017

Thursday, 9th November

02:00 P.M. to 04:00 P.M.

SUBJECT : Principles of Management for Hospitality & Tourism

UM01CBBH01/T01

Total Marks : 60

Q-1 Define 'Management'. Discuss functions and importance of management. (15)

OR

Q-1 What do you mean by Planning? Explain process and types of planning. (15)

Q-2 Define 'Organisation'. Describe principles of organisation. (15)

OR

Q-2

[A] Explain the concept of authority, responsibility and accountability. (07)

[B] Differentiate between Centralisation and Decentralisation (08)

Q-3

[A] Explain need hierarchy theory of motivation given by Maslow. (08)

[B] Explain various qualities of a good leader. (07)

OR

Q-3

[A] Discuss Herzberg's Two factor theory of motivation. (08)

[B] Describe various styles of leadership. (07)

Q-4 Write short notes (ANY TWO) (15)

1. Globalisation

2. Social responsibility and ethics in management

3. Organisational and Natural Environments in 21st century