

S.No. 1934

12UHM11

(For the candidates admitted from 2012 – 2013 onwards)

B.Sc. DEGREE EXAMINATION, NOVEMBER 2017.

Fifth Semester

Hotel Management and Catering Science

PRINCIPLES OF MANAGEMENT

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Define the term social need.
2. What is manpower planning?
3. What are the barriers to communication?
4. What is Autocratic style of leadership?
5. What is encoding in communication process?
6. What is unity of command?
7. Who is called a manager?

8. Define the term strategy.
9. What are the three common characters of an organisation?
10. Define the term "Esprit de corps".

PART B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) Write short note on democratic style of leadership.

Or

- (b) What are the conditions necessary for encoding messages?

12. (a) State the importance of feed back in communication.

Or

- (b) What are the characteristics of effective decision?

13. (a) What are management skills? Describe.

Or

- (b) What are the rewards and challenges of being a manager?

14. (a) State the purpose of planning.

Or

- (b) Write a note on different types of goals.

15. (a) Define the term management by objectives.

Or

- (b) Write short note on positive motivation.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. What are the guidelines for effective communication?

17. Explain the barriers for effective control.

18. What are the types of problems a manager encounter?

19. Explain different decision making styles.

20. Write the duties and responsibilities of general Manager of a hotel.