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MAR IVANIOS COLLEGE (AUTONOMOUS)
THIRUVANANTHAPURAM

Reg. No. :.....

Name :.....

First Semester B.Voc. Degree Examination, January 2015
First Degree Programme under CSS
General Course – II: (for Tourism & Hospitality Management)
AUTH161: Principles of Management

Time: 3 Hours

Max. Marks: 80

SECTION – A

Answer ALL questions in one or two sentences.

1. Define management.
2. What is meant by 'Espirit de Corps' ?
3. What is meant by multi use or standing plans ?
4. What is selection ?
5. What is meant by organising ?
6. What is a flexible budget ?
7. What is marketing management ?
8. What is planning ?
9. List four advantages of line organizations.
10. State two advantages of an organization manual.

(10 x 1 = 10 Marks)

SECTION – B

Answer any EIGHT questions, not exceeding a paragraph.

11. What are the objectives of management ?
12. List the steps in the planning process.
13. Differentiate between procedures and rules.

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14. Write a note about scalar principle.
15. List the advantages and disadvantages of committees ?
16. Enumerate the advantages and disadvantages of an organization Chart.
17. Differentiate between recruitment and selection.
18. What are the disadvantages of autocratic leadership ?
19. What is meant by paternalistic leadership ?
20. List the steps in controlling ?
21. Write a note about MBE.
22. What is meant by Unity of Direction.

(8 x 2 = 16 Marks)

SECTION – C

Answer any SIX questions, in a page of 100 words.

23. Differentiate between the Functional and Organizational dimensions of management ?
24. Write a note about the principles of management suggested by Henry Fayol.
25. What are the advantages of planning ?
26. What are the different types of policies ?
27. Distinguish between formal and informal organizations.
28. What is meant by a functional organization ? What are its advantages ?
29. Differentiate between authority and responsibility.
30. What are the internal and external sources of recruitment ?
31. Explain the leadership style based on managerial grid.

(6 x 4 = 24 Marks)

SECTION – D

Answer any TWO questions, not exceeding four pages.

32. What are the different levels of management and its functions ?
33. Explain the steps in MBO. What are its benefits ?
34. Examine the steps to be taken to make delegation effective.
35. Describe Maslow's theory of motivation.

(2 x 15 = 30 Marks)

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