F 5734 (Pages : 2) Reg. No.....

Name.....

B.VOC. DEGREE EXAMINATION, SEPTEMBER 2019

First Semester

PRINCIPLES OF MANAGEMENT

(For B.Voc. Programme in Tourism and Hospitality Management)

(2014—2018 Admissions)

(Old Scheme)

Time : Three Hours Maximum : 80 Marks

Part A (Very Short Answer Questions)

Answer **all** *questions in one* **or** *two sentences each.*
Each question carries 1 *mark.*

1. Define management.
2. What is global management ?
3. What is single use plan ?
4. What is MBE ?
5. Define decision making.
6. What is organisational design ?
7. Explain HRM.
8. What is leadership ?
9. What is control ?
10. Explain Negative motivation.

(10 × 1 = 10 marks)

Part B (Short Answer questions)

Answer any **eight** *of the following in not more than* 50 *words.*
Each question carries 2 *marks.*

11. Explain the term scientific management.
12. What is management process ?
13. What is decision tree ?
14. What is meant by forecasting ?
15. What is organisational structure ?
16. What is span of control ?

Turn over

17. What is informal organisation ?
18. Explain HRD.
19. What is performance appraisal ?
20. What is strategic control ?
21. What is managerial grid ?
22. What is master budget ?

(8 × 2 = 16 marks)

Part C (Short Essays)

Answer any **six** *of the following in not more than* 100 *words each.*
Each question carries 4 *marks.*

23. Explain the characteristics of management.
24. What are five management theories ?
25. Explain significance of planning.
26. What are advantages of MBO ?
27. Explain the methods of forecasting.
28. State the merits and demerits of line organization.
29. Explain the objectives, of performance appraisal.
30. Explain the importance of an effective control system in the organisation.

(6 × 4 = 24 marks)

Part D (Long Essays)

Answer any **two** *of the following in not more than* 400 *words.*
Each question carries 15 *marks.*

31. Explain the important principles of modern management thoughts.
32. Describe different techniques used in decision making of an organisation
33. Explain the difference between delegation and decentralisation of authority.
34. Narrate the functions of HRM in modern business organisation.
35. Explain the various leadership styles followed by Indian managers.

(2 × 15 = 30 marks)