

C 62660

(Pages : 2)

Name.....

Reg. No.....

**SECOND SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION, MAY 2019**

B.Sc. Hotel Management and Catering Science

B.Sc. Hotel Management and Culinary Arts

**BSH/C 2C 04—MANAGEMENT PRINCIPLES AND PRACTICES**

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

**Section A**

*Answer all questions.*

*Each question carries 1 mark.*

1. Delegation.
2. Strategy.
3. Departmentation.
4. Decision making.
5. Span of control.
6. Directing.
7. Motivation.
8. Laissez - fair.
9. Innovation.
10. Motivation.

(10 × 1 = 10 marks)

**Section B (Short Answer Questions)**

*Answer any eight questions.*

*Each question carries 2 marks.*

11. What is Downward communication ?
12. Define group dynamics.
13. What are the factors which influence perceptual selectivity ?
14. Define Management By Objective.
15. Write down the Steps in decision making.

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Him CS/CA.

- 16. What are informal groups ?
- 17. Define leadership.
- 18. What do you mean by a 'Partnership firm' ?
- 19. What is a Co-operative Enterprise ?
- 20. What is an Organizational chart ?

(8 × 2 = 16 marks)

**Section C**

*Answer any six questions in short paragraph.  
Each question carries 4 marks.*

- 21. What are the different levels of management ?
- 22. Write short note on the different styles of decision making.
- 23. Explain the various steps in selection process.
- 24. Explain Maslow's theory of motivation.
- 25. Explain the importance of forecasting.
- 26. What are the purpose of Organization ?
- 27. Explain the process of communication.
- 28. Bring out the relevance of values in management.

(6 × 4 = 24 marks)

**Section D (Essay Type)**

*Answer any two out of three questions.  
Each question carries 15 marks.*

- 29. Discuss the features and role of scientific management.
- 30. Illustrate the importance of communication process in management.
- 31. Critically evaluate the need of team work in an organization.

(2 × 15 = 30 marks)

