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6904

Register Number:

Name of the Candidate:

M.B.A. DEGREE EXAMINATION, May 2015
(HOTEL MANAGEMENT AND TOURISM)
(FIRST YEAR)

110: PRINCIPLES OF MANAGEMENT

Time: Three hours

Maximum: 75 marks

SECTION - A

Answer any FIVE questions

(5 × 3 = 15)

1. Define Hierarchy of Organizational Plans.
2. What is Strategic planning?
3. Write short note on virtual organization.
4. Write short note on advantages of decentralization.
5. Describe the checks on In-plant communication.
6. Explain the forms of communication.
7. What is staffing?
8. What is job Analysis?
9. What is leadership?
10. "Leadership is situational" comment.

SECTION - B

Answer any THREE questions

(3 × 10 = 30)

11. Distinguish between management and administration. How far is this distinction justified in your opinion?
12. What is planning? Explain its characteristics?
13. Describe a matrix organization. What are its advantages and disadvantages?
14. Discuss the essentials of an effective delegation of authority. Explain its difficulties.
15. What is decision – making and its common difficulties?

SECTION - C

Answer any ONE question

(1 × 15 = 15)

16. Explain the types of Policy and what is the different between policy and procedure.
17. Explain the principles of effective communication.

SECTION - D
COMPULSORY

(1 × 15 = 15)

18. Describe important communication Networks in work-oriented groups. How will you check the effectiveness of the communication system prevailing in your organization?

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