

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BVoc DEGREE EXAMINATION MAY 2024
(Sixth Semester)

Branch – HOSPITALITY MANAGEMENT

PRINCIPLES OF MANAGEMENT

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

1. Which of the following statement describes the nature of management?
(i) Purely scientific (ii) Purely artistic
(iii) Both an art and a science (iv) Neither an art nor a science
2. What does the acronym "SWOT" stand for?
(i) Strengths, Weaknesses, Opportunities, Threats
(ii) Situational, What-If, Options, Trade-offs
(iii) Strategy, Win, Optimize, Tactics
(iv) Structure, Workflow, Operations, Technology
3. What does Noise in communication refer?
(i) Loud sounds that disrupt the communication process
(ii) Irrelevant information that distracts from the intended message
(iii) Feedback provided by the receiver
(iv) Clear and concise messages
4. Identify which is not a motivation.
(i) Promotion (ii) demotion
(iii) Increment (iv) word of appreciation
5. What is the primary purpose of trademark registration?
(i) To obtain exclusive rights to a trademark
(ii) To prevent others from using similar marks
(iii) To increase the market value of a product
(iv) To encourage fair competition

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a. Describe the levels of Management.
OR
b Explain the nature of management as Art and Science.
- 7 a. State the types of planning.
OR
b. Narrate the steps involved in the organizing.
- 8 a. Bring out the characteristics of MBO.
OR
b. Explain the concept of SWOT analysis.

- 9 a. Outline the process of motivation.
OR
b. Compare the role of a manager and a leader.
- 10 a. Describe the types of IPR.
OR
b Explain the conditions for grant of patent.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a. Enumerate Fayol's thought on Management.
OR
b. Highlight the Managerial roles in detail.
- 12 a. Outline the steps in the control process.
OR
b. Discuss the elements of decision-making process.
- 13 a. Explain the barriers of communication and mechanism to overcome it.
OR
b. Discuss the key elements of the MBO.
- 14 a. Classify different styles of leadership in different organizational contexts.
OR
b. Discuss Maslow's need hierarchy theory.
- 15 a. Point out the rights covered by copyrights.
OR
b. Discuss the purpose of Trade Marks and its types.

Z-Z-Z END