

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BVoc DEGREE EXAMINATION DECEMBER 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 role of the manager plays officially as a professional representing his organization in social activities and events?
(i) Interpersonal Role (ii) Figurehead Role
(iii) Liaison Role (iv) Decision making Role
- 2 The process of defining and grouping the activities of the enterprise and establishing authority relationships among them is known as
(i) Planning (ii) Controlling
(iii) Organizing (iv) Staffing
- 3 Identify the internal factor of SWOT analysis.
(i) Supplier (ii) Partner
(iii) Economic Environment (iv) Company Image
- 4 A leader, one who tends to centralize authority and rely on legitimate reward and coercive power to manage subordinates is called as
(i) Autocratic leader (ii) Democratic leader
(iii) Laissez-faire leader (iv) Bureaucratic leader
- 5 Which of the following is Patent protected?
(i) Painting (ii) i-phone design
(iii) Coke formula (iv) Movie

SECTION - B (15 Marks)

Answer ALL Questions

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

- 6 a Explain the levels of Management in an Organisation.
OR
b Highlight the skills required for a Manager.
- 7 a List out the importance of Organizing.
OR
b Illustrate the Steps in Control process.
- 8 a How does SWOT help in internal and external analysis of an Organisation.
OR
b Explain the various channels of communication.
- 9 a Outline the importance of Motivation.
OR
b Differentiate between a Manager and a Leader.
- 10 a Compare Intellectual Property with Physical Property.
OR
b List out the rights covered by copyrights.

Cont...

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 x 6 = 30)

- 11 a Classify the functions of Management in the context of Henry Fayol and explain them.
OR
b Analyze the various styles of Managers.
- 12 a Elaborate the key elements in Decision making process.
OR
b Define Planning and explain the nature of Planning.
- 13 a Describe the elements of MBO system.
OR
b Analyze the barriers of Communication and ways to overcome the barriers.
- 14 a How does Maslow's hierarchy of needs affect behavior?
OR
b Explain the process of becoming a Great Leader.
- 15 a Explain the need for a Patent and list out the conditions for the grant of Patent.
OR
b Highlight the importance of IPR for an Organisation.

Z-Z-Z

END