

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BVoc DEGREE EXAMINATION MAY 2022
(Sixth Semester)

Branch – HOSPITALITY MANAGEMENT

PRINCIPLES OF MANAGEMENT

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 x 1 = 10)

1. Management is
 - (i) Art
 - (ii) Science
 - (iii) both science and art
 - (iv) neither
2. Mention the organization internally and externally represents
 - (i) Leadership role
 - (ii) Figure head role
 - (iii) Entre present
 - (iv) Liason role
3. Plans made in response to a given event occurred
 - (i) Reactive plan
 - (ii) Proactive plan
 - (iii) Contingency plan
 - (iv) Tactical plan
4. Which of the following method enables the decision to scan the alternative courses of each and every decision?
 - (i) Games theory
 - (ii) Network theory
 - (iii) Operations research
 - (iv) Decision-tree
5. Study of body movement is
 - (i) Kinesics
 - (ii) Paralanguage
 - (iii) Proxemics
 - (iv) Semantic barrier
6. The process of joint goal setting by superior and subordinates and periodical review by both so as to integrate the efforts of individual workers towards the goal is
 - (i) MBO
 - (ii) MBE
 - (iii) MIS
 - (iv) Manufacturing resource planning (MRP)
7. Need hierarchy theory was propounded by
 - (i) Herzberg
 - (ii) Maslow
 - (iii) Elton Mayo
 - (iv) None of these
8. Who is the decision maker in free rein style?
 - (i) Leader
 - (ii) Leader and Subordinate
 - (iii) Subordinates
 - (iv) All of these
9. Name Intellectual Property Rights (IPR) protect the use of information and ideas that are of
 - (i) Ethical value
 - (ii) Moral value
 - (iii) Social value
 - (iv) Commercial value
10. Find Trade mark
 - (i) is represented graphically
 - (ii) is capable of distinguishing the goods or services of one person from those of others
 - (iii) may include shapes of goods or combination of colours
 - (iv) All of the above

Cont...

SECTION - B (25 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 5 = 25)

- 11 a. Explain the levels of Management.
OR
b. Bring out the different types of Managers.
- 12 a. Point out the nature of planning.
OR
b. Highlight the Importance of Organisation.
- 13 a. State the characteristics of organizational objectives.
OR
b. Sketch the advantages of MBO.
- 14 a. Distinguish between Manager and Leader.
OR
b. Classify the types of Motivation.
- 15 a. Calculate the importance of Intellectual Property Rights.
OR
b. Analyze the purpose of Trade Marks? Explain.

SECTION -C (40 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 8 = 40)

- 16 a. Enumerate the classification of Management Function.
OR
b. Elucidate the role played by the manager in an organization.
- 17 a. Highlight the importance of planning.
OR
b. Describe the steps in controlling.
- 18 a. Elaborate the measures to overcome communication barriers.
OR
b. Point out the elements of MBO System.
- 19 a. Critically analyse Maslow's Hierarchy of needs.
OR
b. Examine the styles of Leadership.
- 20 a. Describe the rights covered by copyrights.
OR
b. Elucidate the Term of Patent in the Indian System.

Z-Z-Z

END