

19U252

(Pages: 2)

Name :

Reg.No :

SECOND SEMESTER B.Sc. DEGREE EXAMINATION, APRIL 2020

(CBCSS - UG)

CC19U BSH2 C04 : MANAGEMENT PRINCIPLES & PRACTICES

(Hotel Management & Catering Science - Complementary)

(2019 Admission - Regular)

Time: 2.00 Hrs

Max. Marks: 60

Credit: 3

(Draw diagram wherever necessary. The students can answer all questions in sections A & B)

A. Short answer questions. Each question carries 2 marks.

1. Explain neo classical management era.
2. write a note on division of work?
3. Write 5 advantages of planning process.
4. Explain centralization .
5. What are the basic principles of directing?
6. Mention any three features of MBO.
7. Point out two characteristics of work group.
8. Write a note on work group behaviour .
9. Expand SMMR .
10. Explain vertical communication
11. Explain ethical management.
12. What you mean by code of conduct?

(Ceiling: 20 Marks)

B. Short essay questions (Paragraph). Each question carries 5 marks.

13. "Management is a science as well as art"- Comment with example.
14. Explain management process Or Scope of management.
15. Discuss in detail Centralization and Decentralization of Management
16. Explain the major importance of Leadership qualities.
17. What are the barriers to communication ?
18. Difference between verbal communication & non verbal communication.
19. Write a note on structure of ethics management.

(Ceiling: 30 Marks)

C. Essay questions. Answer any one question.

20. Enumerate with examples Fayol Principles of management.
21. Ennumerate principles of Business ethics and characterastics. Write detail.

(1 × 10 = 10 Marks)
