

**BTTM DEGREE(CBCS)EXAMINATION, DECEMBER 2018****First Semester**

Bachelor of Tourism and Travel Management

Core Course - TT1CRT03 - PRINCIPLES OF MANAGEMENT

2018 Admission only

46F72C9D

Maximum Marks: 80**Time: 3 Hours****Part A**Answer any **ten** questions.Each question carries **2** marks.

1. Define the term "Authority".
2. What are the elements of scientific Management?
3. What is controlling?
4. What is planning premises?
5. Define manpower planning.
6. What you meant by procedures?
7. What is the difference between mission and objective?
8. What is delegation?
9. What are the difference between staffing and recruitment?
10. Define Motivation.
11. What is Maslows need hierarchy theory?
12. What is management by Exception?

(10×2=20)

Part BAnswer any **six** questions.Each question carries **5** marks.

13. Explain management as a process ?
14. What are the characteritics of management?





15. What are the different steps in planning?
16. What are the differences between mission and objective?
17. Organising is very important in managing an organisation? Discuss?
18. What is Line organisation? Explain its advantages & disadvantages?
19. What is Herzberg's two factors theory?
20. Explain in detail Grapevine communication.
21. What is the importance of controlling in management?

(6×5=30)

Part C

Answer any **two** questions.

Each question carries **15** marks.

22. What is MBO? What are its merits and limitations?
23. Briefly explain the different methods of training.
24. Explain the nature of directing and its significance of directing in tourism management.
25. What is controlling? Explain the process involved in controlling in an organisation?

(2×15=30)