

K-110

Total Page No. : 3]

[Roll No.]

BTTM-102

**Bachelor of Tourism & Travel
Management (BTTM) Ist Semester
Examination Dec., 2023**

PRINCIPLES OF MANAGEMENT

Time : 2 Hours]

[Max. Marks : 35

Note :- This paper is of Thirty five (35) marks divided into two (02) Sections 'A' and 'B'. Attempt the questions contained in these Sections according to the detailed instructions given there in. *Candidates should limit their answers to the questions on the given answer sheet. No additional (B) answer sheet will be issued.*

Section-A

(Long Answer Type Questions) $2 \times 9\frac{1}{2} = 19$

Note :- Section 'A' contains Five (05) Long-answer type questions of Nine and Half ($9\frac{1}{2}$) marks each. Learners are required to answer any *two* (02) questions only.

1. What are the different functions of management ?
Explain in detail.

K-110

(1)

P.T.O.

2. Compare the various managerial attitudes involved in tourism travel agency.
3. What is planning ? Explain the steps involved in planning.
4. ‘A motivational approach that involves offering a “carrot” (a reward-for good behavior) and a “stick” can be used in hotel industry to enhance tourists’. Justify this statement.
5. What is staffing ? Write its nature and purpose.

Section–B

(Short Answer Type Questions) 4×4=16

Note :– Section ‘B’ contains Eight (08) Short-answer type questions of Four (04) marks each. Learners are required to answer any *four* (04) questions only.

1. In what manner may strategic planning be applied in the tourism industry ?
2. Define different methods of training in your words.
3. Explain communication. Give examples.
4. What are the various points that management keeps in mind while taking any decision ?
5. What are the requirements for effective control ?
6. What do you understand by budgetary control ?

7. Explain the effective process of coordination.
8. Define in any two of the following :
 - (a) Professional manager
 - (b) Span of Control
 - (c) Types of planning
