

(6 pages)

Reg. No. :

Code No. : 6748

Sub. Code : HTMM 24

MASTER OF TOURISM MANAGEMENT (CBCS)
DEGREE EXAMINATION, APRIL 2013.

Second Semester

MANAGEMENT PRINCIPLES AND PRACTICES

(For those who joined in July 2012 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Each question carries 1 mark.

Choose the correct answer :

1. Management is said to be the combination of three factors, arts, science and the third is
 - (a) Profession
 - (b) Knowledge
 - (c) Money
 - (d) None of these.

2. What is essential for the management to get things done in the organization?
 - (a) Power
 - (b) Delegation
 - (c) Leader
 - (d) None of these.
3. Companies seeking to improve have taken a plethora of initiatives such as
 - (a) TQM
 - (b) CRM
 - (c) TPQ
 - (d) None of these.
4. Positive motivation makes people willing to do their work in the best way they can and improve their
 - (a) Productivity
 - (b) Performance
 - (c) Profit
 - (d) None of these.
5. To which practice is the term "corporate governance" given
 - (a) Management
 - (b) Marketing
 - (c) Tourism
 - (d) None of these.



6. A superior should always establish a _____ control so that his subordinates report to him periodically
- (a) Relationship (b) Feedback
(c) Both a and b (d) None of these.
7. Management exists only at the top levels of the organization.
- (a) True
(b) False
(c) Either true or false
(d) None of these.
8. _____ means draw prior conclusions about the probabilities of production, sales, profits in the future, on the basis of research
- (a) Output (b) Forecasting
(c) Planning (d) Designing.
9. MBO was invented by _____
- (a) Peter Drucker (b) Philip Kotler
(c) Both a and b (d) None of them.
10. Which of the following is not a function of management
- (a) Planning (b) Forecasting
(c) Controlling (d) Staffing.

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PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each question carries 5 marks.

11. (a) Explain the various stages of formulation of strategy.
- Or
- (b) Describe the principles of planning.
12. (a) List out the various functions of management.
- Or
- (b) Write a short essay on types of Attitudes.
13. (a) Explain Goal Setting Theory of Motivation.
- Or
- (b) What are the determinants of Span of Management?
14. (a) List out the principles of formulation of policies.
- Or
- (b) What are the qualities required for leadership?

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[P.T.O.]



15. (a) How do you measure job satisfaction in an organization?

Or

- (b) Discuss the various functions of management.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each questions carries 8 marks.

16. (a) Write an essay on Management by Objectives.

Or

- (b) Explain the process of Decision Making.

17. (a) What is conflict management? Explain different levels of conflict.

Or

- (b) Define social learning. Explain the process of social learning.

18. (a) Critically evaluate 'Change Management is a tool for achieving business goals in today's environment.'

Or

- (b) Discuss the qualities of a successful manager.

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19. (a) What is controlling? Explain the process of control.

Or

- (b) Explain Fayol's principles of management.

20. (a) Explain the components of effective decision making.

Or

- (b) Describe the barriers and principles of effective communication.
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