

19. (a) Discuss the challenges of managing communication in an internet World.

Or

- (b) Describe Maslow's hierarchy of Needs Theory and how it can be used to motivate?
20. (a) Explain how Fiedler's model of leadership is a contingency model.

Or

- (b) Describe the Path goal theory of leadership.
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MASTER OF TOURISM MANAGEMENT (CBCS)
DEGREE EXAMINATION, APRIL 2011.

Second Semester

MANAGEMENT PRINCIPLES AND PRACTICES

(For those who joined in July 2009 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

1. Who are Managers?
2. What are technical skills?
3. Define MBO.
4. What do you mean by Reporting?
5. Define 'Span of Control'.
6. Define 'formalization'.
7. What is upward Communication?

8. Define 'Motivation'.
9. Define 'Leadership'.
10. Define SCM.

PART B — (5 × 5 = 25 marks)

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

11. (a) "Management is a Profession" – Discuss.
Or
(b) Describe Katz's three managerial skills.
12. (a) Difference between formal and informal planning.
Or
(b) Explain intuitive decision making.
13. (a) Describe the traditional and contemporary views of work specialization.
Or
(b) Write a note on the chain of command.
14. (a) Describe the nonverbal communication and how it takes place?
Or
(b) Explain the Three – needs theory.

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15. (a) Discuss the uses of balanced score card.

Or

- (b) Explain the Value – Chain Management.

PART C — (5 × 8 = 40 marks)

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

16. (a) Explain the Muntzberg's managerial roles.
Or
(b) Describe max Weber's contribution to management theory.
17. (a) Examine the functions of management.
Or
(b) Write an essay on the concepts of POSDCORB.
18. (a) Distinguish between centralization and decentralization.
Or
(b) Discuss the wood wards findings on the relationship of technology and structure.

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