



UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)

उत्तराखण्ड मुक्त विश्वविद्यालय, हल्द्वानी (नैनीताल)

BTS FIRST SEMESTER ASSIGNMENT

Programme Code: *BTS12*

Session: *2013-14 (Summer)*

Last Date of Submission: *15 JANUARY 2014*

(जमा करने की अन्तिम तिथि: 15 जनवरी 2014)

Course Title: **PRINCIPLE OF MANAGEMENT**

Code: **BTS102**

Year: **2013-14**

Maximum Marks: **20**

Section 'A' contains 08 short answer type questions of 2.5 marks each. Learners are required to answers 4 questions only. Answers of short answer-type questions must be restricted to 250 words approximately.

Briefly discuss the following:

1. Explain briefly the term 'Management'.
2. Mention the contributions of Peter Drucker in the field of management.
3. Enlist the various responsibilities endowed by a professional manager.
4. What are the various steps of planning process?
5. What do you understand by organization structure?
6. Briefly explain the importance of communication in the hospitality industry.
7. What are the various steps in decision making process?
8. Write note on the characteristics of leadership.

Section 'B' contains 04 long answer-type questions of 05 marks each. Learners are required to answers 02 questions only.

1. What do you understand by decentralization? How is it different to centralization?
2. "Organisation structure refers to the differentiation and integration of activities, authority, roles and relationships". Explain.
3. Describe the selection process and different selection tests used in recruiting employees in hospitality business?
4. Explain the meaning and significance of motivation. Also explain the Maslow's Theory of motivation.