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TMH 402

First Semester M.B.A. (TTM) Degree Examination, December 2018
TOURISM AND TRAVEL MANAGEMENT
Principles and Practice of Management

Time : 3 Hours

Max. Marks : 70

- Notes :** 1) Answer *all* Sections.
2) **No** additional answer booklet would be given.

SECTION – A
(Compulsory)

Answer to the question should **not** exceed **six** pages. **(1×15=15)**

1. Define span of management. Explain the factors affecting span of management.

SECTION – B

Answer **any five** questions. **Each** question carries **8** marks. Answer to the question should **not** exceed **four** pages. **(5×8=40)**

2. Management is an art, science and profession. Justify.
3. Define planning. Explain the process of planning.
4. Describe various types of policies.
5. Line and staff relationship is vital for all organizations. Comment.
6. Discuss different types of training adopted by various organizations.
7. Explain various theories of leadership.
8. Define CSR. To what extent CSR is relevant for modern organizations ?
9. Explain the barriers to effective communication.

SECTION – C
(Compulsory)

Answer to the question should **not** exceed **six** pages. **(1×15=15)**

10. Manager's ability to motivate their subordinates decides the growth and development of the organization. Comment on this explaining various theories of motivation.
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