



Name :

Roll No. :

Invigilator's Signature :

CS/BHMCT (NEW)/SEM-4/HM-406/2010

2010

INTRODUCTION TO MANAGEMENT

Time Allotted : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

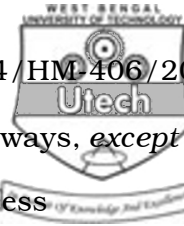
GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for the following : $10 \times 1 = 10$
 - i) Which one of the following is the most descriptive characteristic of a manager ?
 - a) Decisive
 - b) Amiable
 - c) Kindly
 - d) Agreeable.
 - ii) Which one of the following skill combinations is required for top management in descending order ?
 - a) Technical, Human and Conceptual
 - b) Conceptual, Human and Technical
 - c) Technical, Conceptual and Human
 - d) Human, Conceptual and Technical.



- iii) Narrow span of management results in
- a) Flat structure b) Tall structure
- c) Mechanistic structure d) Organic structure.
- iv) In management grid, which number do represent team approach ?
- a) 1, 9 b) 9, 9
- c) 5, 5 d) 9, 1
- v) Which one of the following is not a characteristic of autocratic leader ?
- a) Strict b) Benevolent
- c) Incompetent d) Free-reign.
- vi) Which one of the following aspects of managing has not been emphasized by McGregor's theories X and Y ?
- a) Planning b) Organizing
- c) Directing d) Appraising.
- vii) Grapevine is a type of
- a) Informal communication
- b) Formal communication
- c) Written communication
- d) Pictorial communication.



- viii) The term 'Organization' is used in many ways, *except*
- a) as entity
 - b) as process
 - c) as group of people
 - d) as production process.
- ix) Degree of decentralization indicates
- a) Degree of delegation of authority
 - b) Degree of responsibility
 - c) Degree of power
 - d) Degree of accountability.
- x) Which one of the following is not an element of communication process ?
- a) Encoding
 - b) Receiver
 - c) Measurement
 - d) Channel.

GROUP – B
(Short Answer Type Questions)

Answer any *three* of the following. 3 × 5 = 15

2. Write short notes on :
 - a) Scalar Principle
 - b) Delegation of Authority.
3. Distinguish between motivation and morale.
4. What are the essential features of a good plan for a hotel ?
5. What are the steps in a control process ?
6. How does organization structure help in organizing ?
7. Distinguish between centralization and decentralization.

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GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

8. A large organization consults you for introducing 'Management By Objectives (MBO)'. What steps will you advise the organization to take for successful introduction and operation of MBO ?
9. "A good leader is not necessarily a good manager." Discuss this statement and compare leadership with management.
10. Critically examine Herzberg's Motivation theory giving the outline of the theory.
11. "Management is a two way traffic; it is based upon the effective machinery of communication." Discuss this statement.
12. Draw the organization chart of a five star hotel and explain its organization structure.
13. Explain the principle contribution of Henry Fayol in the field of management.

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