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Name of the Candidate :

B.Sc. DEGREE EXAMINATION DECEMBER 2013.

(HOTEL MANAGEMENT AND TOURISM)

(THIRD YEAR)

(PART – III)

310 — MANAGEMENT PRINCIPLES AND PRACTICE

Time : Three hours

Maximum : 100 marks

(Maximum marks 75 for candidates joined during 2011-12 and after)

Answer any FIVE questions.

(5 × 20 = 100)

All questions carry equal marks.

1. Draw the organizational chart of a five star hotel.
 2. What are the duties and responsibilities of a front office manager?
 3. What are the various marketing activates followed by five star hotel in sales promotion?
 4. What are the salient features of partnership?
 5. Explain in detail the various types of business organization.
 6. Explain in detail the various methods of communication.
 7. Explain how good communication would help in sales and marketing of a product.
 8. Explain the advantages and disadvantages of decentralization.
 9. Explain the various classification and kinds of human needs.
 10. Explain the importance of staffing.
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