



Avinashilingam Institute for Home Science and Higher Education for Women

(Deemed to be University under Category 'A' by MHRD, Estd. u/s 3 of UGC Act 1956)

Re-accredited with 'A+' Grade by NAAC. Recognised by UGC Under Section 12B

Coimbatore - 641 043, Tamil Nadu, India

Bachelor's Degree Examination – July 2021

II Semester

Class : I UG
Major : Tourism

Time : 3 Hours
Max. Marks : 100

18BTOC04 Management Concepts

Part A

10 x 1 = 10

Choose the Correct Answer

1. Management is an organ, organs can be described and defined only through their functions. This definition was given by CO1 K3
 - a. Peter F. Drucker
 - b. Terry
 - c. Louis Allan
 - d. Hendry Fayol
2. Management is what a manger does CO1 K3
 - a. Peter F. Drucker
 - b. Terry
 - c. Louis Allan
 - d. Hendry Fayol
3. Allotment of work to each worker on the basis of the capacity of an average worker functioning in the normal working condition is CO2 K2
 - a. social task planning
 - b. scientific task planning
 - c. not a planning
 - d. scientific organizing
4. The first and foremost function of management is CO1 K1
 - a. planning
 - b. organizing
 - c. controlling
 - d. coordination
5. The authority flows from top to bottom through the structure of an organization is CO4 K2
 - a. the acceptance of authority theory
 - b. the formal authority theory
 - c. the competence theory
 - d. the organisaiton theory
6. Which type of organization gives importance to people and their relationships? CO3 K3
 - a. Formal organization
 - b. Informal organization
 - c. Business organisation
 - d. Strategic organization
7. Every subordinate should receive orders from and be accountable to only one superior is CO4 K1
 - a. unity of direction
 - b. unity of command
 - c. centralization
 - d. scalar chain
8. _____ is the harmonising or synchronising of individual efforts with the purpose of achieving group goals. CO2 K2
 - a. Coordination
 - b. Control
 - c. Decision making
 - d. Delegation
9. Exchange of ideas, opinions, information etc. between two or more persons is CO5 K2
 - a. planning.
 - b. organizing
 - c. communication
 - d. staffing
10. Informal communication is commonly known as CO5 K1
 - a. downward
 - b. upward
 - c. horizontal
 - d. grapevine

Part B
Answer ALL questions
Each answer should not exceed 400 words or two pages

5 x 6 = 30

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|---|--------|
| 11.a. Explain the nature and purpose of management.
(or) | CO1 K2 |
| 11.b. Interpret the skills required by a manager at different levels of management. | CO2 K3 |
| 12.a. What are the objectives of planning?
(or) | CO2 K1 |
| 12.b. Describe the types of plans and their merits. | CO2 K3 |
| 13.a. Discuss the Principles of organization.
(or) | CO3 K2 |
| 13.b. Explain the factors influencing span of management. | CO1 K2 |
| 14.a. State the importance of direction.
(or) | CO1 K2 |
| 14.b. What are the Principles of direction? | CO4 K1 |
| 15.a. List the Key elements of communication.
(or) | CO5 K4 |
| 15.b. Enumerate the Objectives of communication. | CO5 K5 |

Part C
Answer ALL questions
Each answer should not exceed 800 words or four pages

5 x 12 = 60

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|--|--------|
| 16.a. How would you describe the Scope and importance of Management?
(or) | CO1 K2 |
| 16.b. Outline the various functions of Management. | CO1 K2 |
| 17.a. List the objectives and significance of planning.
(or) | CO2 K3 |
| 17.b. Explain the various steps in planning. | CO2 K2 |
| 18.a. Classify the types of organization and Discuss its merits and demerits.
(or) | CO3 K4 |
| 18.b. How would you show your understanding on factors influencing organization structure? | CO3 K2 |
| 19.a. Explain the scope and nature of direction.
(or) | CO4 K1 |
| 19.b. Explicate the Techniques and characteristics of Direction. | CO4 K4 |
| 20.a. Discuss the effectiveness of communication.
(or) | CO5 K3 |
| 20.b. What are the barriers to effective communication? Explain them in detail? | CO5 K2 |
