

**Directorate of Distance Education
Post Graduation Diploma in Tourism and Hospitality
Management Examination
September - October 2012**

PRINCIPLES AND PRACTICES OF MANAGEMENT

Time: 3 Hours

Max. Marks: 80

SECTION-A

Answer any four questions. Each question carries ten marks. Answer for each question shall not be in more than four pages. (4x10=40)

1. Explain the Henry Fayol's Principles of Management.
2. What are the functions of Management? Explain in brief.
3. Describe the decision making process.
4. Describe various styles of leadership with their advantages and disadvantages.
5. Explain the characteristics of a service product.
6. Explain the process of Human Resource Planning

SECTION-B

Answer any Two of the following questions. Each question carries twenty marks. Answer for each question shall be in not more than six pages. (2x20=40)

7. Explain the major approaches and strategies for pricing a service product.
8. Explain various components of service marketing mix.
9. Explain the process involved in tourism destination marketing.
10. Explain any two motivation theories and its relevance in human resource management.

* * *