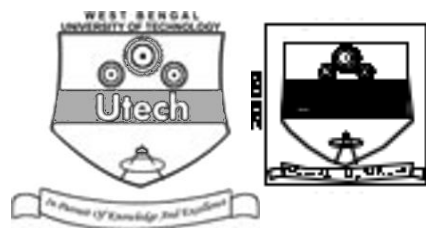


# MANAGEMENT TECHNIQUE ( SEMESTER - 8 )

CS / BHM / SEM-8 / HM-818 / 09



1. ....  
Signature of Invigilator

2. ....  
Signature of the Officer-in-Charge

Reg. No.

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Roll No. of the Candidate

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CS / BHM / SEM-8 / HM-818 / 09

ENGINEERING & MANAGEMENT EXAMINATIONS, APRIL – 2009

MANAGEMENT TECHNIQUE ( SEMESTER - 8 )

Time : 3 Hours ]

[ Full Marks : 70

## INSTRUCTIONS TO THE CANDIDATES :

- This Booklet is a Question-cum-Answer Booklet. The Booklet consists of **32 pages**. The questions of this concerned subject commence from Page No. 3.
- In **Group – A**, Questions are of Multiple Choice type. You have to write the correct choice in the box provided **against each question**.
  - For **Groups – B & C** you have to answer the questions in the space provided marked 'Answer Sheet'. Questions of **Group – B** are Short answer type. Questions of **Group – C** are Long answer type. Write on both sides of the paper.
- Fill in your Roll No. in the box** provided as in your Admit Card before answering the questions.
- Read the instructions given inside carefully before answering.
- You should not forget to write the corresponding question numbers while answering.
- Do not write your name or put any special mark in the booklet that may disclose your identity, which will render you liable to disqualification. Any candidate found copying will be subject to Disciplinary Action under the relevant rules.
- Use of Mobile Phone and Programmable Calculator is totally prohibited in the examination hall.**
- You should return the booklet to the invigilator at the end of the examination and should not take any page of this booklet with you outside the examination hall, **which will lead to disqualification**.
- Rough work, if necessary is to be done in this booklet only and cross it through.

**No additional sheets are to be used and no loose paper will be provided**

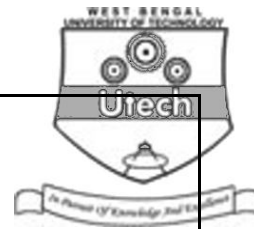
## FOR OFFICE USE / EVALUATION ONLY

Marks Obtained

Group – A								Group – B				Group – C				Total Marks	Examiner's Signature
Question Number																	
Marks Obtained																	

.....  
Head-Examiner / Co-Ordinator / Scrutineer

8875 ( 27/04 )

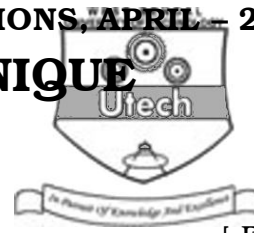


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**MANAGEMENT TECHNIQUE**

**SEMESTER - 8**



Time : 3 Hours ]

[ Full Marks : 70

**GROUP – A**

**( Multiple Choice Type Questions )**

1. Choose the correct alternatives of the following :

10 × 1 = 10

i) Dhirubhai Ambani is an

a) Business man

b) Trader

c) Entrepreneur

d) Innovator.

ii) Pick the odd one :

a) Agricultural entrepreneur

b) Trading entrepreneur

c) Corporate entrepreneur

d) Value entrepreneur.

iii) Ideological conflict is an example of

a) Internal conflict

b) External conflict

c) Emotional conflict

d) All of these.

iv) Stakeholders are

a) Shareholders

b) People who have any kind of interest in the company

c) Employees

d) Political leaders.



4

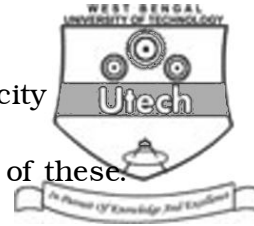
v) Charitable donations are types of

a) Sales promotion

b) Publicity

c) both (b) & (c)

d) None of these.


☐

vi) Departmentalization is based on

a) service specialization

b) personal authority

c) ease of feedback

d) employee size.

☐

vii) ..... is a process of finding the mismatch between plan & final outcome.

a) Planning

b) Directing

c) Organizing

d) Monitoring.

☐

viii) Organizational culture is shaped by

a) Managers

b) Employees

c) Rules and regulations

d) Suppliers.

☐

ix) Recession in the US is due to

a) political reasons

b) cultural reasons

c) government rules & regulations

d) economic reasons.

☐

x) Advertising, sales promotion, publicity and personal selling is

a) Marketing mix

b) Communication mix

c) Product mix

d) None of these.

☐



5

**GROUP – B**

**( Short Answer Type Questions )**

Answer any *three* of the following.



3 × 5 = 15

2. State the different steps involved in the communication process.
3. Mention the various factors that affect organisational change.
4. State the process of perception.
5. Differentiate between imitative entrepreneur and innovating entrepreneur. Give example.
6. How do you analyse internal conflict and external conflict ?

**GROUP – C**

**( Long Answer Type Questions )**

Answer any *three* of the following.

3 × 15 = 45

7.
  - a) What is communication mix ? Explain with examples.
  - b) State the factors of communication mix.
  - c) Design a communication strategy considering all the factors of communication mix.
8. Explain the general guidelines one should follow while bringing organizational change in a 5 Star Hotel.
9.
  - a) State the classifications of Entrepreneurship.
  - b) Which classification is apt for anybody who starts a new hotel after leaving job in a hill station ? Substantiate your argument.

3 + 3 + 9

15

7 + 8



6

10. a) What are the pricing strategies one can adapt for a 5 Star Hotel in Goa ?

b) To initiate price changes in your hotel, what factors will you consider ?

7 + 8



11. a) Why is departmentalization important for hotels ?

b) Explain the areas of conflict between various departments in a hotel. How can they be solved ?

7 + 8

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END