



Name :
Roll No. :
Invigilator's Signature :

CS / BHM / SEM-8 / HM-818 / 2011

2011

MANAGEMENT TECHNIQUE

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) Communication is a way process.
 - a) one
 - b) two
 - c) three
 - d) four.
 - ii) Organisation has a boundary defining role.
 - a) change
 - b) culture
 - c) climate
 - d) conflict.
 - iii) Fear of being terminated from employment is for resistance to change.
 - a) an economic reason
 - b) a social reason
 - c) a personal reason
 - d) a Manager's reason.



- iv) Organisational culture is shaped by
 - a) Managers
 - b) Employees
 - c) Rules & regulations
 - d) Suppliers.
- v) Departmentalisation is based on
 - a) specialisation at work
 - b) personal authority
 - c) size of the organisation
 - d) ease of feedback.
- vi) Advertising, sales, promotion, publicity and personal selling is
 - a) marketing mix
 - b) communication mix
 - c) product mix
 - d) none of these.
- vii) The main advantage of electronic media for communication is
 - a) it is easy to understand
 - b) it is easy to encode
 - c) it is easy to decode
 - d) it is faster.
- viii) Stakeholders of organisation comprises of
 - a) Management
 - b) Shareholders
 - c) Employees
 - d) none of these.
- ix) Domino effect is
 - a) internal force of change
 - b) external force of change
 - c) social & political effect
 - d) none of these.
- x) Ideological conflict is an example of
 - a) Internal conflict
 - b) External conflict
 - c) Emotional conflict
 - d) all of these.



GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

2. Describe the three steps of change process. Give examples where necessary.
3. What is SWOT analysis ?
4. State the different steps involved in communication process.
5. How are external conflict and internal conflict analyzed ?
6. Differentiate between imitative entrepreneur and innovative entrepreneur. Give examples.

GROUP – C

(Long Answer Type Questions)

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

7. Enumerate the factors for which resistance to change takes place in an organisation. Explain how can they be overcome.
 $8 + 7$
8. State and explain the main sources of conflict. What are the different stages for managing conflict ?
 $7 + 8$
9. What are the main barriers of communication ? How can be they removed ?
 $8 + 7$
10. You are the HR Manager of a 4 star hotel that has proposed for getting a 5 star rating. The GM of your hotel has asked you to refurbish the staff and bring them up to the required level. Explain the general guidelines you will follow while bringing such change in the organisation.
 15

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11. Answer any *three* of the following questions : 3×5

- a) Explain briefly why departmentalization is important in hotels.
- b) Explain the areas of conflict between front office & housekeeping.
- c) Mention the various factors that affect organizational change.
- d) Explain in brief the various types of entrepreneurs.

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