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0702E1566

Candidate's Seat No : _____

IMBA in AVI (NEP) Sem.-1 Examination

DSC-C-AVI-112

Principles of Management in Service Industries

Time : 2-00 Hours]

February-2025

[Max. Marks : 50

Instructions:

- Figures to the right indicate full marks.
- Do not write anything on the question paper.
- Simple calculator is allowed. Do not use a scientific calculator.

1	Explain the term "management" and explain with its 4 functional areas.	10
2	What is motivation and leadership in management? Explain with relevant examples. OR Explain the 7 functions of management in details.	10
3(I)	What is power, delegation and authority in Management? Explain.	5
3(II)	Write down the Manager's role in an organization with appropriate example.	5
4	Explain the characteristics of management objectives. OR Explain the communication networks and barriers in terms of management.	10
5	Explain management in an organization with an appropriate example / a case study.	10