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**B.Sc. FASHION MERCHANDIZING AND
RETAIL MANAGEMENT (BSCFMRM)**

Term-End Examination

December, 2012

BFW-004 : PRINCIPLES OF MANAGEMENT

Time : 3 hours

Maximum Marks : 70

Note : All questions carry equal marks. Answer any seven questions.

1. Define management. Describe the important functions of management with suitable examples. 10
2. What is the contribution of Henry Fayal to the management process ? Are his administrative principles strictly enforceable in the current trends towards participative management process ? 10
3. Why is planning required in an organisation ? Are there "good plans" and "bad plans" too ? Describe some of the characteristics of good planning. 10
4. Discuss the centralization-decentralization issue with its pros and cons. 10

5. Explain the need for training and retraining of the work force and explain the steps involved in any effective training program. 10
 6. Discuss the pros and cons of various recruiting sources. Support your answer with suitable examples. 10
 7. "Leaders are born, not made". Comment on it. 10
 8. Discuss Abraham Maslow's Theory of Motivation. Support your answer with suitable examples. 10
 9. Define the function of "Control". What are the characteristics of an effective control system ? 10
 10. Under what circumstances are the following types of leadership more desirable and why ? 10
 - (a) Autocratic Leadership.
 - (b) Participative Leadership.
 - (c) Free-reign Leadership.
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