

00601

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

Term-End Examination

December, 2013

BFW-004 : PRINCIPLES OF MANAGEMENT

Time : 3 hours

Maximum Marks : 70

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

1. Define 'Recruitment'. Discuss the pros and cons of various recruiting sources. 10
2. Define 'Training'. Discuss the need for training on employee in an organisation. 10
3. What do you understand by the term 'Management'? Discuss in detail the 5 (five) major functions of management. 10
4. Why is Planning function important in an organization? What are the pros and cons of planning process? 10
5. Define 'organisation'. Discuss 10 principles of organisation. 10
6. Discuss Henry Fayol's principles of Management in detail. 10

7. What is 'Leadership' ? Describe and explain some of the personal characteristics of successful leaders. 10
 8. Discuss Abraham Maslow's motivational theory in detail. 10
 9. What do you understand by 'Centralization' ? Discuss the pros and cons of centralization process. 10
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