

00737

**BACHELOR OF ARTS
(FASHION MERCHANDISING AND
PRODUCTION) (BAFMP)**

Term-End Examination

December, 2012

BFD-007 : INTRODUCTION TO MANAGEMENT

Time : 3 hours

Maximum Marks : 100

(Weightage : 60%)

Note : Attempt all questions; internal choice is indicated.

1. Answer *any five* question (4 marks each) : **5x4=20**
- (a) List the terms used in financial management.
 - (b) What is Human Resource Management ?
 - (c) What is Marketing - Mix ?
 - (d) What do you understand by policy and procedure ?
 - (e) Enumerate and explain the characteristics of management.
 - (f) Give the functions of managers at different levels.
2. Explain financial management decisions. **20**

3. Enumerate and explain the functions of marketing management. 20

4. What are the objectives of Human Resource Management ? 20

OR

Enumerate and explain the functions of Human Resource Management.

5. Enumerate and explain management theories. 20
