

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

Term-End Examination

December, 2014

00406

BFW-004 : PRINCIPLES OF MANAGEMENT

Time : 3 hours

Maximum Marks : 70

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

1. Discuss the various functions of management. 10
2. Explain the scientific approach to principles of management. 10
3. What are the steps in planning ? Explain with suitable examples. 10
4. Name the factors determining departmentation. Explain the basis of departmentation. 10
5. Explain the various techniques used in the selection process. 10
6. Explain the Maslow's theory of motivation and contrast it with the X and Y theory. 10
7. What are the steps in the controlling process ? Analyse the essentials of effective control. 10

8. What is budgetary control ? Explain its significance. *10*
9. Discuss the various forecasting techniques normally adopted by firms. *10*
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