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No. of Printed Pages : 2

BFW-004

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

Term-End Examination

December, 2015

BFW-004 : PRINCIPLES OF MANAGEMENT

Time : 3 hours

Maximum Marks : 70

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

1. Discuss in detail about "management as a profession". Give suitable examples. 10

2. Explain in detail the process of delegation. Are some people reluctant to delegate authority and others reluctant to accept delegation ? If so, why ? 10

3. What are the attributes of a good leader ? How can a manager turn himself as a more effective leader ? 10

4. Explain the need for training and re-training the workforce and explain the steps involved for effective training programme. 10

5. How important is the process of interview for the candidate as well as for the management ? What important advice would you give to a candidate for him/her to be successfully selected in the interview ? 10
6. Differentiate between authority and responsibility. Can one be exercised without the other ? Which type of authority is not legally enforceable ? 10
7. Differentiate between behavioural approach and scientific approach to management. Which approach do you think is more suitable in the current conditions ? 10
8. Is motivation an inborn drive or is it influenced by outside factors ? Justify your answer with suitable examples. 10
9. Write short notes on any *two* of the following : 5+5=10
- (a) Peter Drucker
 - (b) Abraham Maslow
 - (c) Elton Mayo
 - (d) F.W. Taylor
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