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BFW-005

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

**Term-End Examination**

**December, 2015**

**BFW-005 : MARKETING MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 70*

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**Note :** *The question paper is divided into three Sections.  
All Sections are **compulsory**.*

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**SECTION A**

1. Fill in the blanks with the choices given below :  $5 \times 2 = 10$
- (a) Management aims at getting \_\_\_\_\_ result with minimum efforts and cost.
- (i) no  
(ii) maximum  
(iii) less
- (b) The top level management decides about the \_\_\_\_\_ for the organisation as a whole.
- (i) games  
(ii) gifts  
(iii) objectives

- (c) The ranks and positions of managers are indicated by management \_\_\_\_\_ .
- (i) hierarchy
  - (ii) placement
  - (iii) functioning
- (d) Planning function is performed \_\_\_\_\_ all other functions of management.
- (i) after
  - (ii) never
  - (iii) before
- (e) Supervision is of great importance at the \_\_\_\_\_ level of management.
- (i) upper
  - (ii) middle
  - (iii) lower

**2.** Given a list of certain activities. Write the letter 'M', if the activity is a managerial task and 'N', if it is a non-managerial task.  $5 \times 2 = 10$

- (a) Taking an interview of a politician for the news.
- (b) Taking stock of goods lying unsold at the year end.
- (c) Deciding to attach a manufacturing unit for fabric weaving.
- (d) Sending a clerk to attend an Account management meeting.
- (e) Deciding to hire salesgirls for a showroom.

3. Match the expressions in Column (i) with those in Column (ii) : 5×2=10

*Column (i)*

*Column (ii)*

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|--|-------------------------------|
| (I) Employees' needs for food, clothing and shelter                                      | (a) Self-actualisation        |
| (II) The desire for protection against accident, sickness and other future uncertainties | (b) Ego needs                 |
| (III) The need for belonging and acceptance by fellow workers                            | (c) Basic needs               |
| (IV) People's desire to be considered important  | (d) Safety and security needs |
| (V) Employees wish to realize their ambitions fully                                      | (e) Social needs              |

## SECTION B

4. Differentiate between any **three** of the following :  $3 \times 3 = 9$
- (a) Management and Leadership
  - (b) Upward and Downward Communication
  - (c) Formal and Informal Organisation
  - (d) On-the-job training methods and Off-the-job training methods
  - (e) Induction and Orientation
5. Write short notes on any **two** of the following :  $2 \times 3 = 6$
- (a) Motivation
  - (b) Grapevine
  - (c) Verbal and Oral Communication and their Importance
  - (d) Importance of Forecasting in Planning
  - (e) Qualities of a Leader
6. Explain in detail any **two** of the following :  $2 \times 5 = 10$
- (a) What do you understand by the term Management ? Explain briefly all the functions of management.
  - (b) What are the different types of organisations ? Explain any three with diagrams.
  - (c) Steps in Selection Procedure
  - (d) Process of Control

## SECTION C

7. (a) "Quality cannot be inspected, it has to be inbuilt within the system." Justify this statement with suitable examples.
- (b) What are the different types of leadership ? For running a software industry, which leadership is most suitable ?
- (c) State the criteria for selecting a site for any **one** of the following :
- (i) Footwear Industries
  - (ii) Dairy Farm
  - (iii) Automobile Service Centre  $3 \times 5 = 15$
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