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**BFW-055**

**B.Sc. IN LEATHER GOODS AND ACCESSORIES  
DESIGN (BSCLGAD)**

**Term-End Examination**

**December, 2015**

**BFW-055 : MANAGEMENT – I**

*Time : 3 hours*

*Maximum Marks : 70*

**Note :** *There are three sections. All sections are compulsory.*

**SECTION A**

1. Fill in the blanks from the words given below : *10×2=20*

(manager, motivation, sender, receiver, communication, fourteen, leaders, hierarchy, basic, oral)

- (a) \_\_\_\_\_ communication is not as good as the written one.
- (b) The \_\_\_\_\_ needs of the employees are that of food, clothing and shelter.
- (c) One who gets work done through the efforts of others is known as \_\_\_\_\_.
- (d) Inspiring and guiding people to work efficiently is known as \_\_\_\_\_.

- (e) In any communication process, there are two parties namely \_\_\_\_\_ and \_\_\_\_\_.
- (f) Henry Fayol strongly felt that managers should be guided by \_\_\_\_\_ principles.
- (g) Managers have to be good \_\_\_\_\_.
- (h) \_\_\_\_\_ is the process of transmitting messages from one person to another.
- (i) Management \_\_\_\_\_ indicates the ranks and positions of managers.

2. Write *True* or *False* for the following statements : 5×2=10

- (a) Management is an art only.
- (b) Planning means only thinking in advance what should be done.
- (c) Every manager is responsible for co-ordination of activities.
- (d) The staffing function of management includes selection, placement and training of people who are employed.
- (e) Managers can motivate their people without understanding their needs and desires.

## SECTION B

3. Match the following :

10

- | I                    | II  |
|----------------------|---|
| (a) Planning is      | (i) to bring about harmony in a group.                                      |
| (b) Organising is    | (ii) ensuring that right type of persons are in the right positions.        |
| (c) Directing is     | (iii) deciding in advance the future course of action.                      |
| (d) Controlling is   | (iv) identification of activities and their distribution among departments. |
| (e) Staffing is      | (v) guiding and supervising the subordinates towards work.                  |
| (f) Co-ordination is | (vi) to confirm plans are properly carried out.                             |

4. Differentiate between any *two* of the following : 2×5=10

- Internal and External sources of recruitment
- Training and Development
- Formal and Informal Organisation

## SECTION C

5. Write short notes on any *two* of the following :  $2 \times 5 = 10$
- (a) Grapevine
  - (b) Levels of management with diagram
  - (c) Types of plans – Standing plans and Single use plans
6. Explain in detail any *two* of the following :  $2 \times 5 = 10$
- (a) The fourteen management principles of Henry Fayol
  - (b) Maslow's Need Hierarchy Theory with suitable illustrations
  - (c) Staffing function with suitable example
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