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BFO–001

**B. A. IN FACILITY AND SERVICES
MANAGEMENT (BAFSM)**

Term-End Examination

December, 2023

BFO–001 : BASICS OF MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

Note : (i) Answer any **five** questions.

(ii) All questions carry equal marks.

1. Discuss the merits and limitations of scientific management. 20
2. What is meant by organizational manual ?
What are its uses ? What information should it contain ? 20
3. Why is training so important for manpower development ? 20
4. “Control is a fundamental management function that ensures worth accomplishment according to plans.” Discuss. 20

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5. Define 'leadership styles'. What are the main differences between autocratic, democratic and free rein leadership styles ? 20
6. What is marketing mix ? Explain the various components of marketing mix. 20
7. Define Green Marketing. Describe the reasons for the growing importance of green marketing. 20
8. What is group dynamics ? Explain the nature of groups and factors affecting group behaviour. 20
9. Explain the meaning and forces of organizational change. Discuss different types of organizational changes. 20
10. "Face 2 face marketing works on the principle of likeability of human touch and feel amongst individuals." Discuss with suitable examples. 20