

00765

**BACHELOR OF ARTS  
(FASHION MERCHANDISING AND  
PRODUCTION)**

**Term-End Examination**

**June, 2012**

**BFD-007 : INTRODUCTION TO MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

*(Weightage : 60%)*

- 
- Note :*
- (i) *Write neatly and to the point.*
  - (ii) *All questions are compulsory.*
- 

1. Define management. What are the various roles of a manager ? What skills must be developed as a manager moves up the hierarchy of management ? 5+8+7=20
  
2. Discuss the contributions of the following to the theories of management : 4+4+4+4+4=20
  - (a) Taylor
  - (b) Henry Fayol
  - (c) Adam Smith
  - (d) Mc Gregor
  - (e) Maslow

3. Differentiate between contingency theory of management and open system of management .  
What are the main functions of management ?  
Do the functions differ within various functional areas of management ? **7+7+6=20**
4. Is administration same as management ? Why/  
why not ? Explain the process of recruitment. **10+10=20**
5. Communication and controlling are most **20**  
important for a manager to be effective . Do you  
agree ? Justify with an example.