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

Term-End Examination

June, 2013

BFW-004 : PRINCIPLES OF MANAGEMENT

Time : 3 hours

Maximum Marks : 70

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

1. Is management an art or a science ? Give reasons 10
supporting your view point.
2. What do you understand by the term 10
'Planning' ? Explain the essential components of
a good plan.
3. Discuss 'Delegation of Authority'. Elaborate on 10
the pros and cons of the above process.
4. What do you understand by 'staffing' process ? 10
Describe the various steps involved in the staffing
process.

5. Explain the need for training and retraining the work - force and discuss the steps involved in any effective training programme. 10
6. Write short notes on **any two** of the following : 10
- (a) Autocratic Leadership
 - (b) Participative Leadership
 - (c) Free - reign Leadership
7. What is your understanding of the term 'Motivation' ? Discuss Maslow's Hierarchy of Need Theory with a suitable example. 10
8. "Leaders are born, not made". Discuss the above statement with suitable examples of your choice. 10
9. What do you understand by the term 'Control' ? Discuss the characteristics of an effective control system. 10
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