

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

Term-End Examination

June, 2013

BFD-007 : INTRODUCTION TO MANAGEMENT

Time : 3 hours

Maximum Marks : 100

(Weightage : 60%)

Note : Attempt all questions. Internal choice is indicated.

1. Answer 5 questions. Each carries 4 marks : $5 \times 4 = 20$
 - (a) Explain HRM as strategic model.
 - (b) Explain the concept of Marketing Mix.
 - (c) What is Mission and Vision of a company ?
 - (d) What are the key functions of management ?
 - (e) Explain assests and liabilities.
 - (f) Explain marketing channels. Also explain competitions.

2. Enumerate and explain the skills a manager should possess. 20

3. Explain the decisions that are involved in financial management. 20

4. Enumerate and explain the functions of Marketing Management. 20
 5. Briefly explain the concept of strategy in an organisation stating its benefits. 20
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