

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

Term-End Examination

June, 2013

BFD-012 : ELEMENTS OF MANAGEMENT

Time : 3 hours

Maximum Marks : 100

Note : (i) Write neatly.

(ii) All questions are compulsory.

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1. What type of organisation structure and organisation design must a fashion designer have, which makes customised products for the customers ? 15

 2. Write short notes on : 15
 - (a) Performance Appraisal
 - (b) Contingency Theory
 - (c) Self managed Team

 3. Explain how ESOPs and Flexible working hours motivate employees. On what kind of employees can these motivating strategies be applied ? 15

4. Differentiate between : 15
- (a) Team and Group
 - (b) Autocratic and Laissez faire styles of Leadership
 - (c) Career and Succession planning
5. What are the different types of job related attitude ? Explain how people reduce variation between behaviour and attitudes ? 20
6. Explain how a group underwent the stages of group development, with the help of a group activity you had participated in. Was this a formal group or informal group ? How do you know ? 20
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