

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

Term-End Examination

00205

June, 2014

BFW-004 : PRINCIPLES OF MANAGEMENT

Time : 3 hours

Maximum Marks : 70

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

1. Discuss Elton Mayo's Hawthorne Experiment and elaborate on the approach he propagated for development of management thought. 10
2. Explain advantages and limitations of planning. 10
3. Write notes on the following : 10
 - (a) Need of delegation of authority
 - (b) Importance of leadership
4. Explain any two theories of motivation. 10
5. Define and explain strategic management. Review strategic management practices in India. 10
6. Explain the process of Rational Decision Making. 10
7. What is TQM approach and its advantages? 10

8. Write short notes on any *two* of the following : 10
- (a) 7S Model
 - (b) MBO Approach
 - (c) Maslow's Theory of Hierarchy
9. Explain skills and roles of manager in an organization. 10
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