

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

Term-End Examination

June, 2017

00274

BFW-004 : PRINCIPLES OF MANAGEMENT

Time : 3 hours

Maximum Marks : 70

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

1. What is planning ? What are the advantages and disadvantages of planning ? 4+6
2. What are Henri Fayol's 14 principles of management ? 7+3
3. Define organizing as a function of management. What is its importance ? 10
4. Explain the concept of controlling. Explain the quality management tools. 10
5. What is staffing ? What are the steps involved in the staffing process ? 4+6
6. What is decision making ? Explain its process. 4+6

7. Differentiate between the following : $2 \times 5 = 10$
- (a) Efficiency and Effectiveness
 - (b) Wide span of control and Narrow span of control
8. What is the nature and scope of management ?
Is management a science or an art or both ?
Explain with the help of suitable examples. $5+5$
9. What is the directing function of management ?
What is its importance ? $4+6$
10. Write short notes on any **four** of the following : $4 \times 2 \frac{1}{2} = 10$
- (a) Job Evaluation
 - (b) SWOT Analysis
 - (c) Employee Relations
 - (d) SMART Goals
 - (e) Porter's Five Forces
 - (f) Vision
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