

B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)

Term-End Examination

June, 2017

00257

BFWE-028 : MANAGERIAL DEVELOPMENT

Time : 3 hours

Maximum Marks : 70

Note : Attempt **all** questions. All questions carry equal marks.

1. "Management is an art and a science." Discuss this statement with suitable examples. 10

2. Discuss the role of a manager. Why are effectiveness and efficiency the two important tools of management ? Explain with suitable examples. 10

3. What is business communication ? Discuss the process of business communication. 10

4. What are the various types of communication channels ? Discuss their advantages and disadvantages. 10

5. "Conflict is an inevitable phenomenon in a business organisation." Do you agree or not ? Discuss with the help of an example. *10*

 6. What is motivation ? Discuss the types of motivation. *10*

 7. What is leadership ? Discuss the characteristics of a good leader. *10*
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