

No. of Printed Pages : 2

BFO-001

**B. A. IN FACILITY AND SERVICES
MANAGEMENT (BAFSM)**

Term-End Examination

June, 2024

BFO-001 : BASICS OF MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

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

- I. What are different approaches to management ? Discuss about each of them briefly. 20
2. What do you understand by the terms centralisation and decentralisation ? What are advantages of the decentralisation ? 20
3. What do you mean by Management Development Programme ? Explain the major types of management development programmes. 20

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4. Explain Herzberg's two-factor theory and differentiate it from Maslow's theory of hierarchy of needs. 20
5. Define marketing and explain its implications. Explain how is marketing different from selling. 20
6. Explain the concept of relationship marketing. Discuss its main elements. 20
7. What do you understand by the term digital marketing ? Discuss the tools of digital marketing. 20
8. Discuss change management. Explain Lewin's three step model of change management. 20
9. Explain the meaning and forces of organisational change. Discuss different types of organisational changes. 20
10. "Face 2 Face marketing works on the principle of likeability of human touch and feel amongst individuals." Discuss with suitable examples. 20