

00776

**BACHELOR OF ARTS (FASHION DESIGN)**

**Term-End Examination**

**December, 2010**

**BFD - 012 : ELEMENTS OF MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

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*Note : All questions are compulsory.*

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1. Distinguish between features of management and functions of management. 15
2. Write in detail, Taylor's principles of scientific management. 15

**OR**

Explain Systems Approach to an Organisation.

3. Write short notes on *any two* : 2x10=20
  - (a) Grapevine
  - (b) Management as a science
  - (c) Job analysis
  - (d) MBO
4. Discuss the importance of memos, circulars, notices and reports in formal communication. 10

5. Explain Trait theory of Leadership. What are the various criticism of this theory ? Are these criticism valid ? If so, why ? 20

**OR**

What are the different stages of group formation ?

6. How does matrix organization differ from functional organization ? 10
7. What do you understand by planning ? Define its objectives and assess its importance. 10

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