

**B.Sc. IN LEATHER GOODS AND  
ACCESSORIES DESIGN (BSCLGAD)**

**Term-End Examination**

**December, 2011**

**BFW-055 : MANAGEMENT - I**

*Time : 3 hours*

*Maximum Marks : 70*

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**Note :** *There are three sections. All sections are compulsory.*

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**SECTION - A**

1. Fill in the blanks from given below words.

Attempt *Any Ten*.

10x2=20

(Motivation, before, Middle, Maximum, first time,  
Goal directed, Objectives, Top, supervision,  
communication, informal, hierarchy, future)

- (a) Management aims at getting \_\_\_\_\_  
results with minimum efforts and cost.
- (b) Since management aims at achieving a  
definitive objective, it is called a \_\_\_\_\_  
activity.
- (c) The Top level management decides about  
the \_\_\_\_\_ for the organisation as a  
whole.
- (d) Middle-level Management is subordinate to  
\_\_\_\_\_ level management and lower  
level management is subordinate  
to \_\_\_\_\_ level management.
- (e) The ranks and positions of managers are  
indicated by management \_\_\_\_\_.

- (f) Planning function is performed \_\_\_\_\_ all other functions of management.
- (g) Plans are made for \_\_\_\_\_ activities.
- (h) \_\_\_\_\_ is the process of transmitting message from one person to another.
- (i) Spreading rumours is a part of \_\_\_\_\_ communications.
- (j) \_\_\_\_\_ is seeing that subordinates perform the work as per instructions given to them.
- (k) Supervision is of great importance at the \_\_\_\_\_ level of management.
- (l) Inspiring people to work efficiently is known as \_\_\_\_\_.

2. Given is a list of certain activities. Write the letter 'M' if the activity is managerial task and 'N' if the activity is Non managerial task. 6x2=12

- (a) Taking an interview of flood victim for the news.
- (b) Taking stock of goods lying unsold at the year end.
- (c) Deciding to attach a tailoring unit in the cloth store.
- (d) Sending a clerk to attend Staff Development workshop.
- (e) Inspecting a restaurant to find whether it complies to State Health Law
- (f) Deciding to hire sales girls in the boutique.

## SECTION - B

3. Match the Expressions in column (i) with those in column (ii) 5x2=10

	(I)		(II)
(1)	Employees need for food clothing and shelter need	(a)	Self actualisation
(2)	The desire for protection against accident, sickness and other future uncertainties	(b)	Ego needs
(3)	The need for belonging and acceptance by fellow workers	(c)	Basic needs
(4)	People's desires to be considered important needs	(d)	Safety and security
(5)	Employees wish to realize their ambition fully	(e)	Social needs

4. Difference between. Attempt *any three*. 3x3=9

- (a) Formal and Informal organisation
- (b) On - the job training methods and Off-the job training methods.
- (c) Managership and Leadership
- (d) Training and Development
- (e) Upward and Downward communication

## SECTION - C

5. Write short notes on. Attempt *any three* : **3x3=9**
- (a) Levels of management with diagram
  - (b) Feature of planning
  - (c) Line Authority, Staff Authority and Functional Authority
  - (d) Upward, Downward and Horizontal communication.
6. Explain in Detail from the following given below.  
Attempt *any two*. **2x5=10**
- (a) What is management ? Explain briefly all the functions of management.
  - (b) What are different types of organisations ? Explain any three with diagrams.
  - (c) Explain in one line any ten scientific management principles of Henry Fayol.
  - (d) Steps in selection procedure.
  - (e) Process of control.
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