

00101

**BACHELOR OF ARTS
(FASHION MERCHANDISING AND
PRODUCTION) (BAFMP)**

Term-End Examination

December, 2013

BFD-007 : INTRODUCTION TO MANAGEMENT

Time : 3 hours

Maximum Marks : 100

(Weightage : 60%)

Note : All questions are compulsory .

1. What are the main functions of management ? 20
What are the important skills required for each of the management functions ?
2. Explain the methods of forecasting : 20
3. Write the differences between : 2x10=20
(a) Vision and Mission.
(b) SWOT and PEST analysis.
4. Explain the levels of management with examples. 20
5. What variables would you use in segmenting the market for footwears and why ? Explain with proper justification. 20