

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

Term-End Examination

December, 2012

BFW-055 : MANAGEMENT - I

Time : 3 hours

Maximum Marks : 70

Note : *The question paper is divided into **three** sections. All sections are **compulsory**.*

SECTION - A

1. Fill in the blanks from the given below words.

Attempt all.

10x1=10

(Manager, Objectives, Maximum, middle, Decision making, lower three, Goal directed, top, hierarchy, Management)

- (a) _____ is essential wherever there is group activity.
- (b) One who gets things done through the efforts of others is known as _____.
- (c) Management aims at getting _____ results with minimum efforts and cost.
- (d) Since management aims at achieving a definite objective, it is called a _____ activity.
- (e) When manager selects a course of action from a number of alternatives, it is known as _____.

- (f) There are _____ levels of management.
- (g) The top-level management decides about the _____ for the organisation as a whole.
- (h) The ranks and positions of managers are indicated by management _____.
- (i) _____ level of management includes foreman and Supervisors.
- (j) Middle level management is subordinate to _____ level management and lower level management is subordinate to _____ level management.

2. Given is a list of certain activities. Write the letter 'M' if the activity is Managerial task and 'N' if it is the Non-Managerial task. **5x2=10**

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

SECTION - B

3. Match the expression in Column (I) with those in Column (II) : 5x2=10

- | (I) | (II) |
|---|--------------------------------|
| (a) Employee's need for food, clothing and shelter need | (i) Self actualization |
| (b) The desire for protection against accident, sickness and other future uncertainties | (ii) Ego needs |
| (c) The need for belonging and acceptance by fellow workers | (iii) Basic needs |
| (d) People's desire to be considered important | (iv) Safety and security needs |
| (e) Employees wish to realize their ambition fully | (v) Social needs |

4. Attempt *any two* : 2x5=10

- (a) Difference between : Formal and Informal organisation.
- (b) On-the job training methods and off-the-job methods.
- (c) Training and Development.
- (d) Oral and written communication.

SECTION - C

5. Write short notes on. Attempt *any three* : $3 \times 3 = 9$
- (a) Levels of Management with diagram
 - (b) Upward, Downward and Horizontal Communication
 - (c) State briefly what the following principles suggest :
Unity of command, Esprit de corps, Equity,
Scalar chain
 - (d) Importance of Management
6. Explain in detail. Attempt *any three* : $3 \times 7 = 21$
- (a) What is Management ? Explain briefly all the functions of Management.
 - (b) Explain in one line any Ten Scientific Management Principles of Henry Fayol.
 - (c) Is Management a Science or an Art.
 - (d) What are the Sources of Recruitment ?
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