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No. of Printed Pages : 2

**BFW-039**

**B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)**

**Term-End Examination**

**December, 2014**

**BFW-039 : FUNDAMENTALS OF MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. Is Management an Art or a Science ? Discuss. 10
2. Explain the different levels of management with examples. 10
3. Describe Herzberg's two factor theory of motivation. 10
4. Explain the concept of Bounded rationality. 10
5. Discuss the various steps involved in the selection process. 10
6. Explain the modern techniques of controlling. 10
7. What is leadership ? Explain the concept of managerial grid. 10

- 8. What do you understand by MBO ? Explain its process.** *10*
- 9. Write short notes on the following :** *2×5=10*
- (a) PEST Analysis
  - (b) Authoritative and Participative Leadership
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