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

00169   Term-End Examination
December, 2014

BFW-055 : MANAGEMENT – I

Time : 3 hours   *Maximum Marks : 70*

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

SECTION A

1. Fill in the blanks with correct option from the choices given below: *5×2=10*

    (a) Supervision is of great importance at the _____ level of management.

    (i)   Top

    (ii) Middle

    (iii) Lower

    (b) In any communication process, there are two parties namely _____ .

    (i)   Giver and Taker

    (ii) Sender and Receiver

    (iii) Lender and Borrower

(c) The top level management decides about the _____ for the organisation as a whole.

   (i) Plans

   (ii) Objectives

   (iii) Targets

(d) One who gets things done through the efforts of others is known as _____ .

   (i) Worker

   (ii) Subordinate

   (iii) Manager

(e) Inspiring and guiding people at work efficiently, is known as _____ .

   (i) Motivation

   (ii) Decision-making

   (iii) Evaluation

2. State whether the following statements are *True* or *False* :   5×2=10

   (a) Management is a science as well as an art.

   (b) The manager's job is to give orders and get work done by his subordinates.

   (c) Every manager is not responsible for co-ordination of activities.

   (d) The staffing function of management includes selection, placement and training of people, who are employed.

   (e) All those people, who contribute capital to a firm are known as its customers.

SECTION B

3. Match the expression in Column I with Column II :   *5×2=10*

        Column I   *Column II*

(i) Co-ordination is   (a) Guiding and supervising the subordinates towards work.

(ii) Directing is   (b) Social needs.

(iii) Peoples' desire to be considered important   (c) Safety and security needs.

(iv) The need for belonging and acceptance by fellow workers   (d) Ego needs.

(v) The desires for protection against accident, sickness and other future uncertainties   (e) To bring about harmony in group.

4. Differentiate between any *two* of the following :   *2×5=10*

(a) Oral and Written communication

(b) Formal and Informal organisation

(c) Manager and Leader

SECTION C

5. Write short notes on any *two* of the following : *2×5=10*

   (a) Levels of management with diagram

   (b) Leadership development

   (c) Line authority, Staff authority and Functional authority

6. Attempt any *two* of the following : *2×10=20*

   (a) Discuss in detail about the internal and external sources of recruitment.

   (b) What is management ? Explain in detail about all the functions of management.

   (c) Explain in one line each, any ten of the Management Principles of Henri Fayol.