

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

Term-End Examination

December, 2014

BFD-007 : INTRODUCTION TO MANAGEMENT

Time : 3 hours

Maximum Marks : 100

(Weightage : 60%)

Note : All questions are compulsory.

1. Explain in detail, the various levels of management. 20
2. What are the important variables for segmenting in "hand bags" market ? Explain with proper justification. 20
3. Explain any two methods of forecasting. 20
4. What is a "Vision Statement" and a "Mission Statement" ? Explain its importance in any organisation. 20
5. Explain various levels of management with proper examples. 20