

**B.Sc. FASHION MERCHANDISING AND
RETAIL MANAGEMENT (BSCFMRM)**

Term-End Examination

December, 2016

00273

BFW-004 : PRINCIPLES OF MANAGEMENT

Time : 3 hours

Maximum Marks : 70

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

1. What is the contribution of Henry Fayol to the management process ? Are his administrative principles strictly enforceable in the current trends towards participative management process ? 10
2. Discuss the centralization-decentralization issue with its pros and cons. 10
3. Discuss the merits and demerits of various recruiting sources. Support your answer with suitable examples. 10
4. Describe Abraham Maslow's theory of motivation. Support your answer with suitable examples. 10

5. Define "Training". Discuss the need for training an employee in an organisation. 10
 6. What do you understand by the term "management" ? Discuss in detail at least five major functions of management. 10
 7. What is "leadership" ? Describe and explain some of the personal characteristics of successful leaders. 10
 8. What are the steps in planning ? Explain with suitable examples. 10
 9. Explain the scientific approach to principles of management. 10
 10. Discuss the various forecasting techniques normally adopted by firms. 10
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