

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

**Term-End Examination**

**December, 2017**

00301

**BFW-004 : PRINCIPLES OF MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. Define Management. What are the functions managers perform to attain the set goals ? 2+8
2. Define Management by Objectives (MBO). Explain its steps and importance. 3+7
3. Describe the difference between Recruitment and Selection. 10
4. "Planning is pervasive in management." Discuss. 10
5. What is Departmentalization ? How, in different ways, can departmentalization be created for an organization ? 4+6

6. Explain Controlling as an important function of management with an example. 10
7. Differentiate between the following : 5+5
- (a) Centralization and Decentralization
  - (b) Line and Staff Authority
8. What is the role played by a manager as a coordinator ? 10
9. What are the elements of directing function of management ? What is the role of a manager as a supervisor in directing ? 5+5
10. Write short notes on any **four** of the following :  $4 \times 2 \frac{1}{2} = 10$
- (a) Performance Appraisal
  - (b) Employee Training
  - (c) BCG Matrix
  - (d) SMART Goals
  - (e) SWOT Analysis
  - (f) Mission
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