

**B.Sc. FOOTWEAR DESIGN AND
PRODUCTION (BSCFWP)**

Term-End Examination

00270

December, 2017

BFR-003 : FUNDAMENTALS OF MANAGEMENT

Time : 3 hours

Maximum Marks : 70

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

1. "Management is an art of getting things done through others." Comment on the above statement with the help of suitable examples. 10
2. State the 14 principles of management given by Henri Fayol. 10
3. What is Planning ? Explain its process with suitable examples. 10
4. Explain how departments can be created 'by function' and 'by place'. 10
5. What are the management challenges of the 21st century for a manager ? Discuss. 10

6. What is Decision-Making ? Explain the process of decision-making. 10
7. What is Coordination ? Explain the need for coordination in an organization. 10
8. What is ethical and unethical workplace behaviour ? Discuss. 10
9. Differentiate between the following (answer any *two*): $2 \times 5 = 10$
- (a) Blue Ocean and Red Ocean Strategies
 - (b) Centralization and Decentralisation
 - (c) Efficiency and Effectiveness
10. Write short notes on any *two* of the following : $2 \times 5 = 10$
- (a) MBO
 - (b) Balanced Scorecard
 - (c) Social Responsibility
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