

**B.Sc. FASHION MERCHANDIZING & RETAIL  
MANAGEMENT (BSCFMRM)**

00915

**Term-End Examination**

**June, 2012**

**BFW-004 : PRINCIPLES OF MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 70*

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

1. Define management. Is it an art or a science ? 10  
Give reasons to support your view point.
2. Discuss the contribution of Henry Fayol and his 10  
14 principles of management.
3. What do you understand by the process of 10  
'Planning' ? Briefly discuss the steps in the formal  
planning process.
4. What are the 10 principles of organisation ? 10  
Discuss briefly about each of them. Define the  
process of staffing.
5. Describe the various steps involved in the staffing 10  
process.

6. If you were asked to give a lecture on "How you become an effective leader." What would you say and why ? 10
7. Define "Motivation." What are the different types of motivation ? Which one of these types is more appropriate in the current business scenario ? 10
8. Define control. What are the characteristics of an effective control system ? 10
9. How important is the process of interview for the candidate as well as for the management ? What important advise would you give to the candidate to be successful in the interview ? 10
10. Write short notes on *any two* of the following : 5+5=10
- (a) F .W. Taylor.
  - (b) Elton Mayo.
  - (c) Peter Pruccler.
  - (d) Abraham Maslow
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