

00846

**B.Sc. FOOTWEAR TECHNOLOGY
(BSCFWT)**

Term-End Examination

June, 2012

BFW-039 : FUNDAMENTALS OF MANAGEMENT

Time : 3 Hours

Maximum Marks : 70

Note : Attempt any seven questions and each question carry equal marks.

1. "Management is the coordination of all resources through the process of planning, organising, directing and controlling. In order to attain the objectives." Comment on the above statement and describe the functions of management. 10

2. How will you classify the levels of management in an organisation ? Describe the function performed by management at different levels. 10

3. Define planning. Discuss the limitations of planning . What measures do you suggest to overcome the limitations ? 10

4. How does line and staff organisation structure differ from pure line organisation structure ? What are the advantages and limitations of line and staff organisation structure ? 10
5. Define recruitment and selection. What is the difference between recruitment and selection ? 10
6. Discuss the differences between : 10
(a) Autocratic and custodial
(b) Supportive and collegial mode of organisation behaviour.
7. What do you understand by MBO ? Describe its advantages and limitations. 10
8. What is motivation ? Compare and contrast Maslow's theory and Herzberg two factor theory of motivation. 10
9. Write short notes on *any two* : 5+5=10
(a) Authority and power.
(b) Matrix and Project organisation.
(c) Managerial Grid.
(d) SWOT analysis.
-