

**B.Sc. IN LEATHER GOODS AND  
ACCESSORIES DESIGN (BSCLGAD)**

**Term-End Examination**

**June, 2012**

**BFW-055 : MANAGEMENT - I**

*Time : 3 Hours*

*Maximum Marks : 70*

*Note : The question is divided into **three** sections. All sections are compulsory.*

**SECTION - A**

This section is divided into two parts. Each question carry equal marks.

1. Fill in the correct options from given below choices. **5x2=10**
  - (a) Henry fayol strongly felt that managers should be guided by \_\_\_\_\_ principles.
    - (i) 14
    - (ii) 15
    - (iii) 16
  - (b) Inspiring and guiding people at work efficiently, it is known as \_\_\_\_\_.
    - (i) Motivation
    - (ii) Decision making
    - (iii) Evaluation

- (c) The Top-level management decides about the \_\_\_\_\_ for the organisation as a whole.
  - (i) Gifts
  - (ii) Parties
  - (iii) Objectives
- (d) Managers have to be good \_\_\_\_\_
  - (i) Subordinates
  - (ii) Workers
  - (iii) Leaders
- (e) \_\_\_\_\_ is the process of transmitting message from one person to another.
  - (i) Communication
  - (ii) Help
  - (iii) Guessing

2. True or False

5x2=10

- (a) Management is a science as well as art.
- (b) The manager's job is to give orders and get work done by his subordinates
- (c) The staffing function of management include selection, placement and training of people who are employed.
- (d) Planning simply means thinking in advance what should be done.
- (e) Every manager is not responsible for co-ordination of activities

## SECTION - B

3. Match the expression in column (I) with column (II)

5x2=10

	I		II
(i)	Employee's need for food clothing and shelter	(a)	Self actualisation.
(ii)	The desire for protection against accident, sickness and other future uncertainties	(b)	Ego needs
(iii)	The need for belonging and acceptance by fellow workers	(c)	Basic needs
(iv)	People's desire to be considered important	(d)	Safety and security needs
(v)	Employees wish to realize their ambition fully ( )	(e)	Social needs

4. Differentiate between. Attempt *any three* : 3x3=9

- (a) Managership and Leadership
- (b) Formal and Informal Organisation
- (c) Training and Development
- (d) Internal sources and External sources of Recruitment
- (e) Oral and written communication

### SECTION - C

5. Write short notes on *Any two*, 2x5=10
- (a) Leadership qualities
  - (b) Upward and Horizontal communication
  - (c) Grapevine
  - (d) Types of plans-Standing plans and single use plans.
6. Explain in detail from the following given below.  
Attempt *any three*, 3x7=21
- (a) What is management ? Explain briefly the importance of management in an organisation ?
  - (b) What are different types of organisations. Explain any three with diagrams ?
  - (c) Explain in one line 14 management principle of Henry Fayol ?
  - (d) Describe the process of Control
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