

00315

**BACHELOR OF ARTS (FASHION DESIGN)**

**Term-End Examination**

**June, 2012**

**BFD-012 : ELEMENTS OF MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

**Note :** *Answer the following. All questions are compulsory.*

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1. Explain the following in detail : 10x2=20

- (a) What are the different types of plans ?  
Explain with examples.

**OR**

What are the key elements that define the characteristics of an organisation structure ?

- (b) What is Re - engineering ? Explain with the help of an example.

**OR**

What is organisation culture ?

2. Explain in short *any two* : 7½x2=15

- (a) Empowerment  
(b) Locus of control  
(c) Group cohesiveness

3. Explain *any two* in detail : 15x2=30
- (a) What is recruitment ? What are the different sources of recruitment ?
  - (b) Define Performance appraisal. What are the objectives of performance appraisal ?
  - (c) What are the five sources of power that a leader has ? Elaborate.

4. What are the different stages of group development ? 15x1=15

**OR**

What are the factors that influence a person's perceptions ?

5. What is attitude ? Explain its components ? 20x1=20

**OR**

What are the different types of communication ?

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