

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

**Term-End Examination**

**June, 2013**

**BFW-039 : FUNDAMENTALS OF MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 70*

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*Note : Attempt **any seven** questions. Each question carries equal marks.*

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1. Managers at different levels need technical, human and conceptual skills although in varying degrees. Analyze the statement with suitable examples. 10
2. Explain the purpose of planning and discuss various steps involved in the process of planning. 10
3. Discuss the features of functional organisation structure. What are its benefits and limitations ? 10
4. What do you understand by MBO ? Explain the significance of MBO in an organisation. 10

5. Define the term recruitment. How is it different from selection ? Also explain the role induction in staffing. 3+2+5
6. Why training and development is needed in an organisation ? What are the different methods of training ? 10
7. What is motivation ? Why employees need to be motivated ? Also explain the Maslow's need hierarchy theory of motivation. 10
8. Differentiate between managers and leaders. Explain any two popular leadership styles. 10
9. What is the significance of controlling in an organisation ? Explain any two modern techniques of controlling. 3+7
10. Write short notes on **any two** of the following : 5+5
- (a) Matrix Organisation
  - (b) SWOT Analysis
  - (c) Authority and Responsibility
  - (d) Managerial