

**B.Sc. FASHION MERCHANDISING AND
RETAIL MANAGEMENT (BSCFMRM)**

Term-End Examination

00186

June, 2016

BFW-004 : PRINCIPLES OF MANAGEMENT

Time : 3 hours

Maximum Marks : 70

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

1. Define management. Describe the important functions of management with suitable examples. 10
2. Why is planning required in an organisation ? Are there 'good plans', and 'bad plans' too ? Describe some of the characteristics of good planning. 10
3. Explain the need for training and retraining of the work force and explain the steps involved in any effective training programme. 10
4. "Leaders are born, not made." Justify the above statement with the help of suitable examples. 10
5. Define the functions of control. What are the characteristics of an effective control system ? 10

6. Define 'organisation'. Discuss at least ten principles of organisation. 10
 7. Name the factors determining departmentation. Explain the basis of departmentation. 10
 8. Explain the various techniques used in the selection process. 10
 9. What is budgetary control? Explain its significance. 10
 10. Under what circumstances are the following types of leadership more desirable and why? 10
 - (a) Autocratic leadership
 - (b) Participative leadership
 - (c) Free-rein leadership
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