

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

**Term-End Examination**

00146

**June, 2016**

**BFW-039 : FUNDAMENTALS OF MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. Describe the functions of management in an organization. Comment on the following statement : "In order to attain the objectives of the firm, management is the coordination of all resources through the process of planning, organizing, directing and controlling." 10
  
2. What is planning ? What are the limitations of planning ? How will you overcome these limitations ? 10
  
3. What do you understand by 'management skills' ? Discuss how skill requirements differ at various levels of management. 10
  
4. What do you mean by long-term planning and short-term planning ? Differentiate between long-term planning and short-term planning with the help of examples. 10

5. Differentiate between the following : 10
- (a) Autocratic and Custodial behaviour
  - (b) Supportive and Collegial model of organization behaviour
6. What is motivation ? Discuss the theory X and theory Y of motivation. 10
7. Define the term 'recruitment'. How is it different from selection ? Explain role induction in staffing. 10
8. Explain the various leadership styles of managerial grid. 10
9. Define the term Management By Objectives (MBO). Explain its significance in the footwear industry in the modern era. 10
10. Write short notes on any *two* of the following : 5+5
- (a) PERT and CPM
  - (b) SWOT Analysis
  - (c) Matrix Organization
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