

No. of Printed Pages : 2

BFW-004

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

Term-End Examination

June, 2015

00318

BFW-004 : PRINCIPLES OF MANAGEMENT

Time : 3 hours

Maximum Marks : 70

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

1. What are the crucial elements of management ?
Discuss in detail. 10

2. Are the principles of Henri Fayol strictly enforceable in the current trends towards participative management process ? Elaborate. 10

3. Briefly discuss the steps in the process of formal planning. 10

4. What are the different roles that a manager is expected to play ? Describe in detail the manager as a decision-maker and as a liaison officer. 10

5. Giving suitable examples, describe in detail Maslow's motivational needs. 10

6. Describe various steps involved in the staffing process. Give suitable examples. 10
 7. Explain the basic meaning and necessity for controlling the process. 10
 8. Define control. What are the characteristics of an effective control system ? 10
 9. Describe and explain some of the personal characteristics of successful leaders. Which of their characteristics are more important and why ? 10
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