

**B.Sc. IN LEATHER GOODS AND ACCESSORIES  
DESIGN (BSCLGAD)**

**Term-End Examination**

**June, 2015**

**00200**

**BFW-055 : MANAGEMENT – I**

*Time : 3 hours*

*Maximum Marks : 70*

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**Note :** *There are three sections. All sections are compulsory.*

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**SECTION A**

1. Fill in the correct option from the choices given below : *10×2=20*

(motivation, before, middle, maximum, first time, goal directed, objectives, top, supervision, communication, informal, hierarchy, future)

- (a) The ranks and positions of managers are indicated by management \_\_\_\_\_ .
- (b) Plans are made for \_\_\_\_\_ activities.
- (c) Inspiring people to work efficiently is known as \_\_\_\_\_ .
- (d) Spreading rumours is a part of \_\_\_\_\_ communication.

- (e) Middle-level management is subordinate to \_\_\_\_\_ level management and lower level management is subordinate to \_\_\_\_\_ level management.
- (f) Since management aims at achieving a definitive objective, it is called a \_\_\_\_\_ activity.
- (g) Management aims at getting \_\_\_\_\_ results with minimum efforts and cost.
- (h) Planning function is performed \_\_\_\_\_ all other functions of management.
- (i) \_\_\_\_\_ is seeing that subordinates perform the work as per instructions given to them.

2. Given is a list of certain activities. Write the letter 'M', if the activity is a managerial task and 'N' if the activity is a non-managerial task.  $5 \times 2 = 10$

- (a) Taking an interview of flood victims for the news.
- (b) Taking stock of goods lying unsold at the year end.
- (c) Deciding to attach a tailoring unit in the cloth store.
- (d) Sending a clerk to attend staff development workshop.
- (e) Inspecting a restaurant to find whether it complies to State Health Law.

## SECTION B

3. Match the following columns :

5×2=10

- | <i>Column I</i>   | <i>Column II</i>        |
|---|-------------------------|
| (i) Employees need for food, clothing and shelter.  | (a) Self actualization  |
| (ii) The desire for protection against accident, sickness and other future uncertainties. | (b) Ego needs           |
| (iii) The need for belonging and acceptance by fellow workers.                            | (c) Basic needs         |
| (iv) People's desires to be considered important.   | (d) Safety and Security |
| (v) Employees wish to realise their ambition fully.                                       | (e) Social needs        |

4. Differentiate between the following :

2×5=10

- (a) Managership and Leadership
- (b) Upward and Downward Communication

## SECTION C

5. Write short notes on the following :  $2 \times 5 = 10$
- (a) Levels of Management with diagram
  - (b) Line authority, Staff authority and Functional authority
6. Explain in detail on any *two* of the following :  $2 \times 5 = 10$
- (a) What are the different types of organizations ? Explain any three of them.
  - (b) Process of control
  - (c) Selection procedure
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