

**B.Sc. FASHION MERCHANDIZING & RETAIL
MANAGEMENT (BSCFMRM)**

Term-End Examination

June, 2011

BFW-004 : PRINCIPLES OF MANAGEMENT

Time : 3 hours

Maximum Marks : 70

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

1. Define management in a comprehensive way. 10
What are the crucial elements of it ?
2. Discuss in detail about "management as a profession." Give suitable example/s too. 10
3. Differentiate between behavioural approach and scientific approach to management ? Which approach do you think is more suitable in the current conditions ? 10
4. Briefly describe the steps in the process of formal planning. 10
5. Explain in detail the process of delegation. Would some people be reluctant to delegate authority and others reluctant to accept delegation ? If so, why ? 10

6. Should staffing be considered as the most important functions of management, since the other factors are automatically taken care of, if we hire the right people ? Explain. 10
 7. Explain the need for training and re-training the work - force and explain the steps involved in any effective training programme. 10
 8. 'Leaders are born, not made! Comment on it with suitable example/s too. 10
 9. Explain in detail Maslow's motivational needs. Give suitable example/s too. 10
 10. What are the characteristics of an effective control system ? 10
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