

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

**Term-End Examination**

**June, 2011**

**BFW-055 : MANAGEMENT - I**

*Time : 3 hours*

*Maximum Marks : 70*

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

**SECTION - A**

**5x2=10**

1. Fill in the correct option from given below choices
- (a) One who gets things done through the efforts of others is known as \_\_\_\_\_.  
Worker; Subordinate; Manager.
  - (b) Inspiring and Guiding people to work efficiently is known as \_\_\_\_\_.  
Motivation; Decision Making; Evaluation.
  - (c) The top - level management decides about the \_\_\_\_\_ for the organisation as a whole.  
Gifts; Parties; Objectives.
  - (d) In any communication process, there are two parties namely \_\_\_\_\_ and \_\_\_\_\_.  
Giver and Taker;  
Sender and Receiver;  
Lender and Borrower.

- (e) \_\_\_\_\_ is the process of transmitting message from one person to another.  
Communication; Help; Guessing.

2. State whether the following statements is True or False : **5x2=10**

- (a) Management is a science as well as an Art.
- (b) Managers can motivate people without understanding their needs and desires.
- (c) The staffing function of management includes selection, placement and training of people who are employed.
- (d) Planning is simply means thinking in advance what should be done.
- (e) Every manager is not responsible for co-ordination of activities.

### SECTION - B

3. Match the terms given in column (I) with the phrases under column (II). 6x4=24

Column (I)

Column (II)

- |                       |  |
|-----------------------|--|
| (i) Planning is       | (a) to bring about harmony in group.                                       |
| (ii) Organising is    | (b) ensuring that right type of persons are in the right positions         |
| (iii) Directing is    | (c) deciding in advance the future course of action.                       |
| (iv) Controlling is   | (d) identification of activities and their distribution among departments. |
| (v) Staffing is       | (e) guiding and supervising the subordinates towards work.                 |
| (vi) Co-ordination is | (f) to confirm plans are properly carried out.                             |

4. Difference between. Attempt *any two* : 2x2=4

- (a) Managership and Leadership.
- (b) Formal and Informal organisation.
- (c) Training and Development.
- (d) Line organisation and Function organisation.
- (e) Oral and Written communication.

### SECTION - C

5. Write short notes on. Attempt *any three* : **3x4=12**
- (a) Levels of management with diagram.
  - (b) Upward, Downward and Horizontal communication.
  - (c) Types of plans - Single Use Plans and Standing Plans.
  - (d) Formal and Informal communication.
  - (e) Qualities of a Leader.
6. Explain in detail from the following given below .  
Attempt *any two* : **2x5=10**
- (a) What is Management. Explain briefly all the functions of Management.
  - (b) What are the different types of organisations ? Explain any three with diagrams.
  - (c) Explain in one line any ten Scientific Management Principles of Henry Fayol.
  - (d) Maslow's Need Hierarchy Theory with diagram.
  - (e) Internal and External sources of recruitment. Explain in one line.
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