

Roll No.

Total No. of Pages : 02

Total No. of Questions : 07

M.Sc.(Fashion Marketing Management) (2015 to 2017) (Sem.–1)

**PRINCIPLES OF MANAGEMENT**

Subject Code : MSc.FMM/GMT/POM-101

Paper ID : [A2152]

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. SECTION-A is COMPULSORY carrying TWENTY marks.
2. SECTION-B consists of THREE Sub-sections : Units-I, II, III.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Student has to attempt ONE question from each Unit and FOURTH from any UNIT.

**SECTION-A**

**Q1) Answer briefly :**

- a) What is the scope of management?
- b) Is management a science or art?
- c) What is human behaviour approach to management?
- d) What are the assumptions of Theory X of motivation?
- e) What is MBO?
- f) What is referent power?
- g) Define recruitment.
- h) Define accountability.
- i) What are the steps in control process?
- j) How do employees respond to control in organisations?

## **SECTION-B**

### **Unit-I**

Q2) Define Management. Discuss its role in business organisations.

Q3) Discuss the contribution of FW Taylor to the development of management thought.

### **Unit-II**

Q4) Is planning different from decision making? Explain the process of decision making.

Q5) Explain the process of selection of employees in an organisation.

### **Unit-III**

Q6) Discuss the modern techniques of managerial control.

Q7) Define Morale. Which factors affect morale in business organizations?