

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 :

- What is the scope of management?
- Is management a science or art?
- What is human behaviour approach to management?
- What are the assumptions of Theory X of motivation?
- What is MBO?
- What is referent power?
- Define recruitment.
- Define accountability.
- What are the steps in control process?
- 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?

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