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Total No. of Pages : 1

Total No. of Questions : 08

M.Sc.(Fashion Marketing Management) (2018 Batch) (Sem.-1)**PRINCIPLES OF MANAGEMENT****Subject Code : MSFMM-104-18(Core)****Paper ID : [75287]****Time : 3 Hrs.****Max. Marks : 30****INSTRUCTIONS TO CANDIDATES :**

1. The question paper consist IV Units, comprises of EIGHT question.
2. Students are required to attempt FIVE questions selecting one question from each unit and fifth question from any unit.
3. All question carries equal marks.

UNIT-I

1. What is management? Discuss Various Functions of managers.
2. Discuss Ethics and Social responsibility of Management.

UNIT-II

3. Discuss the role of Henry Fayol in the development of Management.
4. Discuss Scientific Management and Human Behaviour approach.

UNIT-III

5. What is Planning? Explain various steps involved in Planning Process.
6. What do you mean by Departmentation? Explain its basis.

UNIT-IV

7. Discuss the Barriers of Communication. Explain how it can be made effective.
8. Explain various techniques of Controlling.