

Register Number :

Name of the Candidate :

**5 4 6 1**

**B.Sc. DEGREE EXAMINATION, 2013**

( FASHION DESIGN )

( FIRST YEAR )

**510 / 101 / 117. MANAGEMENT SKILLS**

( Common with B.M.C., and

B.Sc., [ Textile Design ] & [ Interior Design ] )

( Old & New Regulations )

December ] [ Time : 3 Hours

Maximum : 60 Marks

**SECTION - A** ( 5 × 2 = 10 )

Answer ALL questions.

ALL questions carry EQUAL marks.

Define the following:

1. Define administration.

2. Explain unity of direction.

3. Brief on operational planning.

Turn Over

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4. What is decentralization?
5. Define staffing.

**SECTION – B** (4 × 5 = 20)

*Answer any FOUR questions.*

*ALL questions carry EQUAL marks.*

6. Discuss the various functions of management.
7. What are the steps in planning? Explain.
8. Name the factors determining departmentation. Also, mention the bases of departmentation and give examples.
9. List out different motivation tools that a business enterprise can adopt to motivate employees.
10. What are the steps in controlling process? State the essentials of control.
11. What are the barriers of communication? What steps can be taken to overcome the barriers?

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**SECTION – C** (1 × 10 = 10)

*Answer any ONE question.*

12. Explain Maslow's theory of motivation and compare and contrast with XY theory.
13. Discuss communication through electronic media for effective business.

**SECTION – D** (1 × 20 = 20)

*Answer any ONE question.*

14. What are the contributions of Peter F. Drucker and F.W.Taylor to management?
15. Discuss the different styles of leadership.
16. Explain the need, importance and functions of advertising in the field of fashion designing.