

Register Number :

Name of the Candidate :

5 3 8 8

B.Sc. DEGREE EXAMINATION, 2011

(FASHION DESIGN)

(FIRST YEAR)

(PAPER - I)

101 / 117. MANAGEMENT SKILLS

*[(Common with B.Sc. (Textile Design) &
B.Sc. (Interior Design) & B.M.C. with 100 Marks
maximum)]*

December]

[Time : 3 Hours

Maximum : 60 Marks

SECTION - A (5 × 2=10)

Define the following:

1. Levels of management.
2. Morale.
3. Geographical departmentation.

Turn Over

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4. Break even analysis.
5. Advertisement copy.

SECTION - B (4 × 5 = 20)

Answer any FOUR questions.

ALL questions carry equal marks.

6. How can you achieve effective coordination?
7. What can management do to motivate the staff in an industrial organisation?
8. Distinguish between organisation as a 'structure' and as a 'process.'
9. Explain the basic steps in the control process.
10. What is job satisfaction? What are its determinants?
11. What are the limitations of advertising?

SECTION - C (1× 10=10)

Answer any ONE question.

12. Describe the important principles of planning.

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13. Explain the relative merits and limitations of different advertisement media.

SECTION - D (1× 20 = 20)

Answer any ONE question.

14. "Delegation of authority is not loss of power; it is enhancement of power." - Explain.
15. What is communication? Describe its various forms.
16. What factors should govern the selection of a style of leadership by a manager?