

Register Number:

Name of the Candidate:

B.Sc. DEGREE EXAMINATION, May 2015

(FASHION DESIGN)

(FIRST YEAR)

101/510/117: MANAGEMENT SKILLS

(New & Old Regulations)

Common with B.Sc., TD & ID (NR & OR)

Time: Three hours

Maximum: 60 marks

SECTION-A

(5× 2 = 10)

Answer ALL questions

Define the following

1. Define planning.
2. What is communication?
3. What do you mean by publicity?
4. Explain unit of Direction.
5. Brief on operational planning.

SECTION-B

(4× 5= 20)

Answer any FOUR questions

6. Discuss the delegation of authority.
7. Explain the departmentation process.
8. Discuss the various steps in controlling.
9. Explain the significance of directing.
10. Briefly explain about the role of leadership.

SECTION-C

(1× 10= 10)

Answer any ONE question

11. Discuss the contribution of Peter F. Drucker and F.W.Taylor to Management.
12. Explain the different styles of leadership.

SECTION-D

(1× 20= 20)

Answer any ONE question

13. Explain Maslow's theory of Motivation and compare and contrast with CY theory.
14. Discuss various Fashion Media used in the Advertising and state its advantages and disadvantages.
15. Discuss in detail about various types of communication and its features.
