

Exam. Code : 111801

Subject Code : 3427

Bachelor of Vocation (Retail Management)

1st Semester

FUNDAMENTALS OF MANAGEMENT

Paper—BVRM—103

Time Allowed—3 Hours]

[Maximum Marks—50

Note :— Attempt any **five** questions selecting at least **one** question from each section. All questions carry equal marks.

SECTION—A

1. Compare and contrast between F.W.Taylor and Henry Fayol's approach towards management.
2. Explain management is an art or science or both science and art. What are the major functions of management ? Explain.

SECTION—B

1. Give an account of various steps involved in planning. Discuss the factors for strategies, policies and planning premises.
2. Explain the advantages and limitations of different forms of organization.

SECTION—C

1. Discuss in detail about Herzberg's theory of motivators and satisfiers. Explain how motivation helps an organization to improve productivity.
2. Discuss the purpose and factors of performance appraisal. Discuss the merits and demerits of different methods of performance appraisal.

SECTION—D

1. Explain the steps in the process of controlling. Explain advantages and disadvantages of budgetary control.
2. Differentiate between coordination and cooperation. Discuss the techniques of coordination.