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Register Number:

Name of the Candidate:

B.Sc. DEGREE EXAMINATION December 2014

(FASHION DESIGN)

(FIRST YEAR)

101/510/117.MANAGEMENT SKILLS

(Common with BMC, B.Sc FD, TD & I.D)

(New Regulation and Old Regulation)

Time: Three hours

Maximum: 60 marks

SECTION – A
Answer ALL questions

(5×2 = 10)

Define the following:

1. Define Advertising.
2. State the leadership qualities.
3. Define motivation.
4. What do you mean by Directing?
5. Define Staffing.

SECTION – B
Answer any FOUR questions

(4× 5 = 20)

6. Explain the motivation theories.
7. Discuss the various steps in planning.
8. Discuss the role of leadership.
9. Explain the barriers in communication.
10. Brief about Delegation of Authority.
11. Explain the steps in Controlling.

SECTION – C
Answer any ONE question

(1× 10 = 10)

12. Discuss various Advertising Media's and its merits and demerits.
13. Explain the various Motivational Theories.

SECTION – D
Answer any ONE question

(1× 20 = 20)

14. Explain the principle of management and discuss the various steps in planning.
15. Discuss the various types of leadership
16. Explain various Communication concepts and discuss about problem in communication.
