

No. of Printed Pages : 2

BFO-001

**B. A. IN FACILITY AND SERVICES
MANAGEMENT
(BAFSM)**

Term-End Examination

December, 2024

BFO-001 : BASICS OF MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

Note : (i) Attempt any **five** questions in about
600 words each.

(ii) All questions carry equal marks.

1. "Management is essential at all levels of an organization." By giving suitable examples, analyze the statement. 20
2. What are the social responsibilities of management ? 20
3. Write short notes on the following : 10+10
 - (a) Decision Theory
 - (b) Contingency Approach

B-1649/BFO-001

P. T. O.

4. What is organization ? Discuss the important principles of organization. 20
5. What is control ? Discuss the prerequisites of effective control. 20
6. What is marketing ? What is the P's of Service Marketing ? Explain. 20
7. What is the difference between product and services ? Also discuss the interdependence of products and services by giving suitable examples. 20
8. Write short notes on the following : 10+10
 - (a) Internet Marketing
 - (b) Social Marketing
9. Discuss different theories of Job Satisfaction. 20
10. What is conflict ? Discuss different types of organizational conflicts. 20

x x x x x x x