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BFO-001

B. A. IN FACILITY AND SERVICES

MANAGEMENT (BAFSM)

Term-End Examination

June, 2025

BFO-001 : BASICS OF MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

Note : Attempt any *five* questions in about **600** words each. All questions carry equal marks.

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1. "Management has characteristics of both science and art." Analyze the statement. 20
 2. Write short notes on the following : 10+10
 - (i) Evolution of Management thought
 - (ii) Scientific Management

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3. What do you mean by planning ? Describe the process of planning. 20
4. What are the barriers to effective delegation ? Give suitable examples. 20
5. Elaborate on the factors influencing leadership effectiveness. 20
6. What is marketing ? What is the P's of Service Marketing ? Explain. 20
7. Draw the figure of "The Product Life Cycle" and elaborate each step in detail. 20
8. Write short notes on the following : 10+10
 - (i) e-Tailing
 - (ii) Meaning of consumerism
9. What is conflict ? Discuss different types of organizational conflicts. 20
10. Describe the different characteristics of organizational culture. 20

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