

## **B.VOC - RETAIL MANAGEMENT**

Course Code: **VRM1DSC01**

Name of the Course: **Management Principles and Practice**

Duration: 2.00 Hours

Total Marks: 60

### **SECTION-A**

#### **(Conceptual Questions)**

I. Answer any Five of the following questions. Each question carries Two Marks. (5 x 2= 10)

- a. Define Controlling
- b. What do you mean by Delegation of Authority?
- c. What is Managerial Ethics?
- d. What is Formal Communication?
- e. What do you mean by Autocratic Leadership?
- f. Give the Meaning of MBO.
- g. What is Staffing?

### **SECTION- B**

#### **(Application Questions)**

II. Answer any Four of the following question. Each question carries Five Marks. (4 x5= 20)

2. Distinguish between Formal and Informal Leadership
3. Analyze the concept of motivation X & Y Theory given by mc gregor
4. Discuss the process of Communication
5. Analyze the steps invoved in planning process
6. Briefly discuss the advantages of centralization

## **SECTION- C**

### **(Analyses and Understanding Questions)**

III Answer Any Two of the following question. Each question carries Twelve Marks.

(2 x12= 24)

7. Analyse the Principles of Management
8. Is business social responsibility required in organization justify
9. Discuss Briefly the Techniques of Controlling

## **SECTION- D**

### **(Skill Development Questions)**

IV Answer Any One of the following question carries Six Marks

(1 x6= 06)

10. Draw a 5 main process of communication.
11. Draw a line and staff Structure of organization.