

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

**Term-End Examination**

**December, 2024**

**BFO-001 : BASICS OF MANAGEMENT**

*Time : 3 Hours*

*Maximum Marks : 100*

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

(ii) All questions carry equal marks.

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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

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

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