

S.B. Roll No.....

**BASICS OF MANAGEMENT**  
**5<sup>th</sup> Exam/Mech./Comp/IT/Auto/9520/Feb'2021**  
**(For 2018 Batch onwards)**

**Duration: 1.15Hrs.**

**M.Marks:25**

**SECTION-A**

**Q1. Attempt any three questions.**

**3x5=15**

- i. Differentiate between Leader and Manager?
- ii. Write a short note on COPYRIGHT.
- iii. Write a short note on styles of leadership.
- iv. What is the need of customer relationship management?
- v. Write a short note on functional organization.
- vi. Why manpower planning is important in an organization?
- vii. Enlist the various features of Advertisement.

**SECTION-B**

**Q2. Attempt any one question.**

**1x10=10**

- a. Explain the different characteristics of motivation.
- b. Explain briefly the need and importance of Incentive Plans.
- c. Discuss hierarchical management structure with an example.
- d. Explain the term TQM. Also discuss its various functions.