

S.B. Roll No.....

BASICS OF MANAGEMENT
6th Exam/Electrical/ECE/5820/Jan'2022
(FOR 2018 BATCH ONWARDS)

Duration: 1.15Hrs.

M.Marks:25

SECTION-A

Q1. Attempt any three questions.

3x5=15

- a. What are different types of patents?
- b. Write some functions of organizational culture.
- c. What is the importance of advertising?
- d. What are the objectives of financial management?
- e. What are the qualities of a good manager?
- f. What is the importance of manpower planning?
- g. Write a short note on TQM

SECTION-B

Q2. Attempt any one question.

1x10=10

- i. Differentiate between profit maximization and wealth maximization.
- ii. Explain in detail the functions of Management.
- iii. What are the objectives of advertising?
- iv. What are different types of organization culture?