

S. B. Roll. No.....

BASIC OF MANAGEMENT
6th Exam/Elect/ECE/5820/Dec'22
(For 2018 Batch Onwards)

Duration: 3Hrs.

M.Marks:75

SECTION-A

Q1. Give one Line answer.

15x1=15

- a. What do you mean by management?
- b. What do you mean by partnership?
- c. What do you understand by staffing?
- d. What do you mean by organization?
- e. Define the term motivation.
- f. Who was the developer of Need Hierarchy Theory?
- g. Name the main styles of leadership.
- h. Define the term Ethics.
- i. What do you mean by selection?
- j. What do you understand by advertisement?
- k. What is financial management?
- l. What is the full form of TQM?
- m. What are 4P's in TQM?
- n. What is the full form of CRM?
- o. Define the term Copyright.

SECTION-B

Q2. Attempt any six questions.

6x5=30

- i. Write any five merits of line organization.
- ii. Differentiate between a leader and manager.
- iii. Write a short note on values.
- iv. What are the objectives of HRD?
- v. What is the importance of advertising?
- vi. What are the objectives of financial management?
- vii. Write a short note on stores management function.
- viii. Write a short note on TQM.
- ix. Write down benefits of adopting Customer Relationship Management (CRM).

SECTION-C

Q3. Attempt any three questions.

3x10=30

- a. Explain in brief the importance of management.
- b. What is the need of leadership? Name the term 'styles of leadership'.
- c. What are the internal and external sources of recruitment? Explain
- d. What do you mean by marketing? What are the various functions marketing?
- e. What is the need of cyber law? What are the advantages of cyber law?