

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

**BASICS OF MANAGEMENT**  
**5<sup>th</sup> Exam/Mech./Auto/IT/CSc/9520/Dec'22**  
**(For Batch 2018 Onwards)**

**Duration: 3Hrs.**

**M.Marks:75**

**SECTION-A**

**Q1. Do as directed.**

**15x1=15**

- a. The art of getting things done through others is called\_\_\_\_\_.
- b. Line organization is most suitable for \_\_\_\_\_ organizations.
- c. Coordination is very close to\_\_\_\_\_.
- d. Motivation can be \_\_\_\_\_ or \_\_\_\_\_.
- e. JIT stands for\_\_\_\_\_.
- f. IRR stands for\_\_\_\_\_.
- g. TQM stands for\_\_\_\_\_.
- h. Patent head office is at\_\_\_\_\_.
- i. FEMA stands for\_\_\_\_\_.
- j. A healthy work culture leads to \_\_\_\_\_ employees.
- k. Magazines are the sources of print advertisement. (True/false)
- l. The success of an organization depends upon the quality of its leadership. (True/false)
- m. Job enrichment is not an incentive. (True/false)
- n. Departmentation helps in increase of profits.(True/false)
- o. Positive and Negative are the types of attitude. (True/false)

**SECTION-B**

**Q2. Attempt any six questions.**

**6x5=30**

- i. What is the importance of management?
- ii. Differentiate between Leader and Manager.
- iii. Explain various methods of advertisement.
- iv. What are professional ethics?
- v. Write down some disadvantages of internal recruitment.
- vi. Differentiate between marketing and selling.
- vii. Explain briefly Wage Payment System.
- viii. Write a short note on "Copyright".
- ix. Write a short note on functional organization.

**SECTION-C**

**Q3. Attempt any three questions.**

**3x10=30**

- a. Define leadership. Explain different styles of leadership?
- b. Explain the concept of Total quality Management. Also explain operation and benefits of TQM.
- c. Explain the different characteristics of motivation
- d. Define in brief customer relationship management and its importance.
- e. What are the various types of organizations, explain in detail.