

S.B. Roll No.....

BASICS OF MANAGEMENT
5th Exam/Common/9520/Jan'2022
(FOR BATCH 2018 ONWARDS)

Duration: 1.15Hrs.

M.Marks:25

SECTION-A

Q1. Attempt any three questions.

5x3=15

- i. Write any five merits of line organization.
- ii. Differentiate between a leader and manager.
- iii. What is the importance of professional ethics?
- iv. Write down some disadvantages of internal recruitment.
- v. Write down some main features of advertising?
- vi. What are the objectives of material management?
- vii. Write a short note on TQM.

SECTION-B

Q2. Attempt any one question.

1x10=10

- a. Explain in brief the various functions of management.
- b. Discuss the various types of Leadership.
- c. Define in brief customer relationship management and its importance.
- d. What is cyber-crime? Explain the categories of cyber-crime.