

S.B. Roll No.....

BASICS OF MANAGEMENT

6th Exam/Common/6882/0956/6666/7520/9149/0475/0591/May'17

Duration: 3 Hrs.

M. Marks: 75

SECTION A

Q1. Do any fifteen of the following:

15x1=15

- a) Who was the father of scientific management?
- b) IPR stands for _____
- c) TQM stands for _____
- d) CRM stands for _____
- e) NPV stands for _____
- f) IRR stands for _____
- g) JIT stands for _____
- h) HRD stands for _____
- i) A systematic care of machines and equipments is known as _____
- j) The taxes which are paid to the Government directly by an assessee are called _____
- k) Labour welfare is concerned with the welfare of _____
- l) _____ inspires people to give their best performance.
- m) _____ is the activity of influencing people to strive willingly for attainment of group objectives.
- n) Positive attitude person always think _____
- o) _____ is the process of getting people together to accomplish the desired goal.
- p) Planning, organizing, directing, staffing, controlling is the function of _____
- q) _____ is the process of looking ahead.

SECTION-B

Q2. Do any six of the following questions:

6x5=30

- a) What do you understand by customer satisfaction?
- b) What are differences between Marketing and Selling?
- c) Explain types of incentives?
- d) What is the difference between Leader and Manager?
- e) Describe the qualities of a good leader in detail?
- f) Explain the factors which affect motivation?
- g) Describe the need of professional ethics?
- h) Describe the concept of Departmentalization and its advantage?

SECTION-C

Q3. Do any three of the following questions:

3x10=30

- a) Explain Maslow's Need Hierarchy Theory of Motivation in detail.
- b) Define method for good Customer Relationship Management.
- c) Describe advertising media in detail.
- d) Describe the importance of healthy work culture in organization.
- e) Define Management and its functions in detail.