

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

BASICS OF MANAGEMENT
5th Exam/Mech./IT/Auto/CSE/9520/Jun'2022
(For 2018 Batch Onwards)

Duration: 3Hrs.

M.Marks:75

SECTION-A

Q1. Give answer in one line.

15x1=15

- a. Define Management.
- b. What is partnership?
- c. Who is a Leader?
- d. What is Motivation?
- e. Define internal ethics.
- f. What are values?
- g. Define wage.
- h. What are financial incentives?
- i. What is advertising?
- j. Define Accounting.
- k. What does 'JIT' stand for?
- l. Define CRM.
- m. What is Hacking?
- n. What does cyber-attack mean?
- o. What are Intellectual property rights?

SECTION-B

Q2. Attempt any six questions.

6x5=30

- i. Define Line organization and write down its merits.
- ii. What are differences between Leader and Manager?
- iii. What is Attitude? What is its importance in person's life?
- iv. What is performance appraisal and how it is done?
- v. Differentiate between marketing and selling.
- vi. Explain double entry system of book keeping.
- vii. What are the various objectives of Material management?
- viii. Write a note on Cybercrime.
- ix. Why a Customer Relationship Management System is always important for an organization.

SECTION-C

Q3. Attempt any three questions.

3x10=30

- a. Explain in detail the importance of Management.
- b. Explain Maslow's need hierarchy theory of motivation.
- c. What are professional ethics? Explain its importance in detail.
- d. Explain the various types of Print and Electronic Media sources.
- e. What is Cyber law and why it is important in modern world?