

- Q.26 Explain the procedure of purchasing in an industry.

Q.27 Define marketing and its functions in brief.

Q.28 What do you understand by customer satisfaction?

Q.29 Explain the various types of print media.

Q.30 Define Total quality management.

Q.31 Explain the importance Quality control.

Q.32 What are the functions of management.

Q.33 What are the qualities of a good manager?

Q.34 Write short note on any two of the following:

 - IPR
 - Copy Rights
 - Trademark

Q.35 Explain the role of top level management in a organization.

Section-D

Note: Long answer Questions. Attempt any two Questions out of three Questions. (2x10=20)

- Q.36 Define Departmentation. Name different departments in one organization.

Q.37 Explain the Maslow need hierarchy theory of motivation.

Q.38 Define human resource development. What are its objectives.

No. of Printed Pages : 4
Roll No.....

182564/122564

Fashion design/FashionTech./ TextileTech/ Textile Des./Textile proc.

Subject :Basics of Management

Time : 3 Hrs.

M.M. : 100

SECTION-A

Note: Multiple choice questions. All questions are compulsory. (10x1=10)

- Q.1 The art of getting things done through the people organized in formal groups is called.

 - a) Management
 - b) Planning
 - c) Topography
 - d) Controlling

Q.2 Personnel department is concerned with

 - a) Manpower planning
 - b) Recruitment
 - c) Training
 - d) All of the above

Q.3 The price paid to the employee for their services is called

 - a) Renumeralation
 - b) Directing
 - c) Motivating
 - d) Centralization

Q.4 Which of the following is a quality of a good leader?

 - a) Good communication skills
 - b) Farsightedness

- c) Intelligence
d) All of the above
- Q.5** _____ is a type of value.
 a) Extrinsic value b) Marginal value
 c) Better value d) None of the above
- Q.6** Which among the following is not a type of financial motivation.
 a) Increasing salary b) Cash prize
 c) Gifts d) Job security
- Q.7** The full form of JIT is
 a) Just in transport b) Just in time
 c) Just in order d) Just in transit
- Q.8** Which of the following is a method of sales promotion
 a) Advertisement b) Purchasing
 c) Quality control d) Finishing
- Q.9** In which type of leadership only the leader takes all the decision?
 a) Democratic b) Autocratic
 c) Laissez-faire d) None of the above
- Q.10** Which is a form direct tax?
 a) Sales tax b) Excise duty
 c) Income Tax d) All of the above

Section B

Note: Objective types Questions. All Questions are compulsory. $(10 \times 1 = 10)$

- Q.11 Define remuneration.
 Q.12 Name levels of managements.
 Q.13 Name any one importance of management.
 Q.14 Define individual behaviour.
 Q.15 Name any one type of Leadership.
 Q.16 Define ethics.
 Q.17 Define wages.
 Q.18 Name different types of incentives.
 Q.19 Name anyone source of Recruitment.
 Q.20 Full form of IPR.

Section-C

Note: Short answer type Questions. Attempt any twelve Questions out of fifteen Questions. $(12 \times 5 = 60)$

- Q.21 What is the need of Motivation. Write five ways of motivating an employee.
 Q.22 Differentiate between Marketing and selling.
 Q.23 Explain the functions of a leader.
 Q.24 Explain the salient features of factories act 1948.
 Q.25 Explain the various types of incentives.