

- Q.32 Write a note on Intellectual property Rights.

Q.33 Discuss the concept of Just in Time.

Q.34 What is Job Satisfaction? Discuss.

Q.35 What are the advantages of Preventive Management?

## **SECTION-D**

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

- Q.36 Explain the Hierarchical Management Structure in an Organisation.

Q.37 Write a short note on :-

  - Inspection
  - Professional Ethics.

Q.38 What is the Importance of Total Quality Management? Also discuss the Elements of TQM.

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**6th Sem / Branch : Textile Design/ Text. Proc./ Text. Tech/  
Fashion Tech/ Fashion Design/ Text Chem., Garment Tech.  
Sub. : Basics of Management**

Time : 3Hrs.

M.M. : 100

## **SECTION-A**

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

- Q.1 The managerial functions are performed in which of the following order?

  - a) Organising, planning, controlling, Leading
  - b) Organising, leading, planning, controlling
  - c) Planning, organising, leading, controlling
  - d) Planning, organising, controlling, leading

Q.2 Personnel department is concerned with

  - a) Manpower planning
  - b) Recruitment
  - c) Training of employees
  - d) All of these

Q.3 Which leader gives decision only after consulting his subordinates?

  - a) Autocratic
  - b) Democratic
  - c) Laissez-faire
  - d) None of these

Q.4 When did Factories Act 1948 come into force?

  - a) 1st January 1949
  - b) 1st March 1949
  - c) 1st April 1949
  - d) 1st July 1949

- Q.5 The source of ethics is  
a) Religion                  b) Legal system  
c) Cultural experience d) All of these
- Q.6 Which of the following is a print media?  
a) Magazines                  b) Brochures  
c) Yellow Pages              d) All of these
- Q.7 \_\_\_\_\_ is any slogan, word or symbol used to distinguish a specific product from other  
a) Patent                  b) Copyright  
c) Trademark              d) None of these
- Q.8 Tax levier by the Central Government on the goods produced in India is known as  
a) Customs duty            b) Excise duty  
c) Income tax              d) Service tax
- Q.9 Money is closely related with which need?  
a) Esteem                  b) Social  
c) Safety                  d) Physiological
- Q.10 What does CRM stand for?  
a) Consumer relations Management  
b) Customer Relationship Marketing  
c) Customer Relationship Management  
d) Consumer Returns Management

### SECTION-B

**Note:** Objective type questions. All questions are compulsory. (10x1=10)

- Q.11 Define Management.  
Q.12 Name different types of Leadership.

- Q.13 Define Culture.  
Q.14 Give two examples of Non Financial Incentives.  
Q.15 Name any 2 Industrial Acts.  
Q.16 Full form of NPV is \_\_\_\_\_.  
Q.17 Define Patent.  
Q.18 Name different types of Wages.  
Q.19 IPR stands for \_\_\_\_\_.  
Q.20 Define TQM.

### SECTION-C

**Note:** Short answer type questions. Attempt any twelve questions out of fifteen questions. (12x5=60)

- Q.21 Define Departmentation Discuss its advantages.  
Q.22 Name the types of Industrial Organisation and state the differences between them.  
Q.23 Explain the components of organization culture.  
Q.24 Discuss the Importance of Motivation in an organization.  
Q.25 What are the Characteristics of a Good Leader?  
Q.26 Explain the Salient features of Minimum Wages Act., 1948  
Q.27 Define Performance Appraisal. Discuss any two methods of Performance appraisal.  
Q.28 Define Taxation, Discuss types of taxes.  
Q.29 Explain the types of CRM.  
Q.30 Differentiate between Marketing and selling.  
Q.31 Briefly discuss various types of incentives.