

SECTION-C

Note: Long answer type questions. Attempt any three questions. 3x10=30

Q.3 What is the need of CRM in today's world? Explain different types of CRM.

Q.4 Explain the role of manpower planning and recruitment in human resource management.

Q.5 What is organisation structure? Explain the structure of a line organisation in detail.

Q.6 Explain the functions and objectives of marketing.

Q.7 Write notes on

a) Minimum Wages Act 1948.

b) Intellectual Property Rights.

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**6th Sem. / Power Station Engg. / Power Eltx.
Elect & Eltx Engg.**

Subject : Basics of Mgmt.

Time : 3 Hrs.

M.M. : 100

SECTION-A

Note: Very Short Answer type questions. Attempt any 15 parts. (15x2=30)

Q.1 a) What is departmentalisation?

b) What do you mean by planning?

c) Define management.

d) What is work culture?

e) Who is a leader?

f) What is advertising?

g) What is excise duty?

h) Explain income tax.

i) What is the meaning of performance

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appraisal?

- j) Define incentive.
- k) What are wages?
- l) What do you mean by market survey?
- m) Explain CRM.
- n) What is TQM.
- o) Explain the term 'Patent'.
- p) What is a trade mark?
- q) What do you mean by preventive maintenance?
- r) What are professional ethics.

SECTION-B

Note: Short answer type questions. Attempt any ten parts 10x4=40

- Q.2
- i) What are the components of work culture?
 - ii) What is meant by 'attitude'?

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- iii) What are different types of incentives?
- iv) Differentiate between marketing and selling.
- v) Why management is important in an organisation?
- vi) How group behaviour is different from individual's behaviour?
- vii) List the characteristics of motivation.
- viii) Write the advantages of departmentalization.
- ix) Why professional ethics are need of the hour?
- x) What is meant by Job satisfaction?
- xi) Explain the concept of NPV.
- xii) Explain the term JIT.
- xiii) Write a note on role of advertising.
- xiv) List the functions of management and explain any one.
- xv) Write the qualities of a good leader.

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