

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

M.Sc.(SIM) (Sem.-1)
SERVICE MANAGEMENT BASICS
Subject Code : PGS-103
M.Code : 22502

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
2. **SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.**
3. **SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.**

SECTION-A

1. Answer briefly :

- a) Management- “*a science or an art*”? Elaborate
- b) Role of managers
- c) Discuss limitations of planning
- d) Division of work
- e) Explain informal form of communication
- f) Why coordination is important?
- g) Discuss whether planning is optional or not?
- h) Explain the concept of teamwork within an organization.
- i) Differentiate between Unity of command and unity of direction.
- j) Explain the concept of departmentalization.

SECTION-B

2. What do you mean by Motives and Motivation? Explain the ERG theory of motivation.
3. *“Effective Communication is significant for managers in the organizations so as to perform the basic functions of management”* Support this statement by elaborating the principles for an effective communication.
4. *“Organization, without planning is like a driver who has started on his journey without knowing his destination”*. Comment.
5. Explain the concept of management. Discuss the various types of managers prevailing within an organization.
6. *“Control is an all pervasive function of management”* do you agree with the statement? Justify your answer.

SECTION-C

7. *“Is leadership different from management”?* Comment. And discuss the various leadership, styles practiced in Indian organizations.
8. *“Communication serves as the lubricant, fostering for the smooth management process”*. Comment on this statement and also bring out the process of communication.
9. *“Planning without control is meaningless and control without planning is a waste”*. Comment.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.