

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) Verbal Communication
- b) Achievement Motivation
- c) Self-actualization Needs
- d) High level of self awareness
- e) Group Dynamics
- f) Role conflicts
- g) Positive Reinforcement
- h) Organizational Culture
- i) Job Involvement
- j) Organizational Factors

### SECTION-B

2. Is management an exact science? Substantiate your answer with examples in Service sector.
3. Give a comparative assessment of the importance of formal and informal organization.
4. Briefly describe the functions of management.
5. Examine the different roles played by a manager of a typical service organisation.
6. Explain Maslow's need hierarchy. Is this hierarchy rigid? Discuss with suitable examples.

### SECTION-C

7. '*Motivation is the core of management*'. Comment. What practical suggestions would you offer to management to motivate its staff in an industrial organization?
8. What do you mean by span of control? Examine the traditional as well as modern view points on the span of control.
9. What is planning? Explain the objectives and principles of planning.

**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.**