

**ADVANCED DIPLOMA IN AIRPORT  
OPERATION MANAGEMENT (ADAOM)**

**Term-End Examination**

**December, 2011**

**MAV-011 : BASIC MANAGEMENT PRINCIPLES**

*Time : 3 hours*

*Maximum Marks : 100*

**Note : There are two sections A and B. Both are Compulsory.**

**SECTION-A**

Answer *any five* questions. All questions carry  
*equal* marks.

**5x5=25**

1. What is management information system ?
2. Explain different stages of product life cycle.
3. Write short note on Trade Union and consumer movement.
4. Write short note on formal and informal organisation.
5. Write short note on verbal and non-verbal communication.
6. Write brief note on 'Managerial grid'.
7. Why industrial relations is so important ?

## SECTION-B

Answer *any three* questions : All questions carry *equal* marks.

3x25=75

1. Explain the concept of public private partnership model (PPP model). Discuss its merits and demerits in Indian Scenario.
2. Explain the factors influencing the choice of structure.
3. Define the term Managerial Skill, explain Managerial skills at various levels of Management.
4. Define marketing communication, explain various promotional mix a company uses to prove its marketing objectives.
5. Explain the term professional manager. Describe any five task of a professional manager.
6. What are the objectives behind the establishment of SEBI ? Explain the functions and powers of SEBI.