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

Term-End Examination

December, 2010

MAV-011 : BASIC MANAGEMENT PRINCIPLES

Time : 3 hours

Maximum Marks : 100

*Note : Answer any FIVE questions. All questions carry
EQUAL marks.*

1. Discuss the features of the current Economic and Social environment for Business in India. Bring out the positives and negatives. 20

2. (a) Discuss the different management functions. 10
(b) What do you understand by line and staff functions ? Explain with example. 10

3. (a) What is budgeting ? Why is it used ? Explain. 10
(b) Differentiate between a profit and loss account and a Balance Sheet. 10

4. (a) What are the functions of an operations manager in a factory ? Explain. 10
- (b) What do you understand by productivity ? How is it determined ? 10
5. (a) Differentiate between Marketing and Sales approaches. Use suitable examples. 10
- (b) Differentiate between MIS and DSS. 10
6. (a) What do you understand by span of control ? For a supervisor supervising a gang of well trained workers doing a well structured work will the span of control be more or less if the workers were not well trained or if the work was very unstructured ? 10
- (b) What are the purposes of Advertising ? Explain. 10
7. (a) What are the leadership qualities a manager should develop ? 10
- (b) How could a manager improve Time Management ? 10
8. (a) What are the functions of a Trade Union ? 10
- (b) What are the ways of motivating workers in Industry (Manufacturing unit) ? 10