

[illegible]

Max. Marks : 60

SECTION-B

- Q2 What is the meaning of OBM?
- Q3 What kinds of skills are needed to practice management?
- Q4 How can diversity of workforce be helpful?
- Q5 Write about the hierarchy in the newsroom.
- Q6 What constitutes the members of a live chat show on TV?

SECTION-C

- Q7 Explain organisational behaviour. How can it be studied to benefit the organisation?
- Q8 What is R&D? Why is it an important department of any organisation?
- Q9 What is Market Research? Why should it be carried out before the launch of a new product by a company?