

GUJARAT TECHNOLOGICAL UNIVERSITY**BE - SEMESTER-IV • EXAMINATION – SUMMER 2013****Subject Code: 140002****Date: 10-06-2013****Subject Name: Management - I****Time: 10:30am – 01:00pm****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** (a) Define Management and narrate its functions in brief. **07**
(b) Describe the skills required for performing a managerial assignment. **07**
- Q.2** (a) Define organization. Spell out important principles of organization. **07**
(b) Discuss different modern management approaches. **07**
- OR**
- (b) Critically explain the contributions of Fredrick Winslow Taylor and Henry Fayol in the development of management thoughts. **07**
- Q.3** (a) Briefly discuss the key elements for developing efficient and effective organizational structure. **07**
(b) Discuss the organizational design challenges faced by managers in the present scenario. **07**
- OR**
- Q.3** Write detailed notes on the following topics:
(a) Centralization and Decentralization as the principle of organization **07**
(b) Types of organizational structure **07**
- Q.4** (a) Write explanatory notes on different dimensions of organizational culture. **07**
(b) Does environment affect the managerial performance? Explain how. **07**
- OR**
- Q.4** (a) Elaborate the significance of the changes for the survival of business. **07**
(b) Write an explanatory note on styles of leadership. **07**
- Q.5** Write detailed notes on the following topics:
(a) Management by objectives **07**
(b) Factors affecting managerial ethics **07**
- OR**
- Q.5** Write detailed notes on the following topics:
(a) Myths about business ethics **07**
(b) Role of ethics and social responsibility in management **07**
