

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

M. E. Sem. – IInd - Examination – June/July- 2011

Subject code: 1720001

Subject Name: Principles of Management

Date: 20/06/2011

Time: 10:30 am – 01:00 pm

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) Explain various organization structure based on function **07**
(b) Discuss Taylor's principle of management **07**

- Q.2** (a) Describe various functions of Management **07**
(b) What is the need of planning? Explain steps of planning with suitable example **07**

OR

- (b) Explain merits and demerits of centralization and decentralization in the view of nature of industries. **07**

- Q.3** (a) Describe steps to build a team. How the team is important in any organization. **07**
(b) Describe Technological Management with suitable example. **07**

OR

- Q.3** (a) What is the role of leader? How leadership can affect the performance of any organization? **07**
(b) Discuss conflict management with a case problem **07**

- Q.4** (a) "Employee welfare" can be motivational aspects of employee:- justify the statement **07**
(b) Explain Six Sigma concept with suitable example to maintain the quality standards **07**

OR

- Q.4** (a) Describe types of decisions along with decision making process. **07**
(b) What is Social Responsibility? Explain with an example **07**

- Q.5** (a) Discuss culture and its importance in performance of any company or organization. **07**
(b) Describe responsibilities of a manager. **07**

OR

- Q.5** (a) Explain Supply Chain Management with suitable example **07**
(b) Describe IPR and Cyber law in detail. **07**
