

GUJARAT TECHNOLOGICAL UNIVERSITY
B. E. - SEMESTER – IV • EXAMINATION – WINTER 2012

Subject code: 140002**Date: 26/12/2012****Subject Name: Management - 1****Time: 02.30 pm - 05.00 pm****Total Marks: 70****Instructions:**

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

Q.1 (a) Define Management. Describe the functions of Management. **07**

(b) Explain why efficiency and effectiveness are important to Management. Discuss the levels of Management. **07**

Q.2 (a) Describe the important contribution made by Henry Fayol. **07**

(b) Explain with example Scientific Management and General Administrative Theory. **07**

OR

(b) Explain how today's managers use the Behavioral approach. **07**

Q.3 (a) Explain what is organization; write the merits and demerits of line and staff organization. **07**

(b) Describe the contemporary organizational design. **07**

OR

Q.3 (a) Explain how centralization, decentralization and formalizations are used in organizational design. **07**

(b) What are the social responsibilities of a Manager? **07**

Q.4 (a) Differentiate between social obligations, social responsiveness and social responsibility. **07**

(b) Define green management. Describe how organizations can go green. **07**

OR

Q.4 (a) Explain why work place spirituality seems to be an important concern. **07**

Q.4 (b) Explain the contingency factors that affects organizational design **07**

Q.5 (a) Discuss the impact of strong culture on organizations and managers. **07**

(b) What is decision making? Explain various steps of decision-making. **07**

OR

Q.5 (a) Explain Mintzberg's managerial role. Write the skills needed at different managerial level. **07**

(b) Define motivation. Explain theories of motivation. **07**
