

GUJARAT TECHNOLOGICAL UNIVERSITY
BE - SEMESTER-IV • EXAMINATION – WINTER 2013

Subject Code: 140002**Date: 21-12-2013****Subject Name: Management - I****Time: 02:30 pm to 05:00 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) What are the different roles to be played by a manager? Explain. **07**
(b) Explain the theory of scientific management. **07**

- Q.2** (a) List the types of organization structures. Explain chain of command and span of control. **07**
(b) Explain centralization and decentralization in the context of organizations. **07**

OR

- (b) What is organization culture? Explain the dimensions of organization culture with the diagram. **07**

- Q.3** (a) Explain the structure, application, advantages and limitations of matrix organization. **07**
(b) Who are stakeholders of an organization? Explain their interest in the organization. **07**

OR

- Q.3** (a) Explain Maslow's theory of hierarchy of needs. **07**
(b) How are formal groups different from informal groups? Explain their importance in organization communication. **07**

- Q.4** (a) What is departmentation with reference to organization structure? Explain. **07**
(b) Write a short note on 'system approach'. **07**

OR

- Q.4** (a) Explain management as a 'process' and management as a 'science'. **07**
Q.4 (b) Explain the contribution of Henri Fayol to the knowledge of management. **07**

- Q.5** (a) What is ethics? How does ethical behavior help building organizational image? **07**
(b) Discuss the importance of good management practices in recent day industrial scenario. **07**

OR

- Q.5** (a) Explain planning and organizing functions of management. **07**
(b) Write a short note on 'Corporate Social Responsibilities' of Organizations. **07**
