

GUJARAT TECHNOLOGICAL UNIVERSITY**BE - SEMESTER-IV • EXAMINATION – WINTER • 2014****Subject Code: 140002****Date: 24-12-2014****Subject Name: Management - I****Time: 02:30 pm - 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) Define “Management”. State the functions of management. Explain planning and organizing as functions of management. **07**
- (b) Explain why efficiency and effectiveness are important to management. Discuss the levels of management. **07**
- Q.2** (a) Explain the contribution of Taylor and Gilberth to management history. **07**
- (b) Explain how today’s managers use the behavioral approach. **07**
- OR**
- (b) Explain the theory of scientific management. **07**
- Q.3** (a) List the types of organization structures. Explain chain of command and span of control. **07**
- (b) Explain what is organization? Write the merits and demerits of line and staff organization. **07**
- OR**
- Q.3** (a) Explain centralization and decentralization of authority. Explain the advantages of decentralization of authority over centralization of authority. **07**
- (b) Explain the structure, application, advantages and limitations of matrix organization. **07**
- Q.4** (a) Discuss the impact of strong culture on organizations and managers. **07**
- (b) Who are stakeholders of an organization? Explain their interest in the organization. **07**
- OR**
- Q.4** (a) What is organization culture? Explain the dimensions of organization culture with the diagram. **07**
- (b) What are the parameters to measure the social responsibility of a business organization? **07**
- Q.5** (a) Discuss the concept of ethics. What issues must a manager consider when applying ethics? **07**
- (b) Write a short note on ‘Corporate Social Responsibilities’ of Organizations **07**
- OR**
- Q.5** (a) Write short note on MBO. **07**
- (b) Discuss about the tall and flat structure of organization. **07**
