

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA Semester –I Examination Dec’11- Jan’12

Subject code: 810006

Date: 05/01/2012

Subject Name: Principles of Management

Time: 10.30 am – 01.30 pm

Total Marks: 70

Instructions:

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

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|------------|-----|---|-----------|
| Q.1 | (a) | Write a note on the evolution of management thought | 07 |
| | (b) | Explain functions of Managers | 07 |
| Q.2 | (a) | What are the evolving concepts of MBO? | 07 |
| | (b) | Explain steps in planning | 07 |
| OR | | | |
| | (b) | What is Strategic Planning Process? | 07 |
| Q.3 | (a) | Explain departmentation by geography, customer group and product. | 07 |
| | (b) | Write a note on authority and power | 07 |
| OR | | | |
| Q.3 | (a) | Describe formal & informal organizations and discuss pros and cons of both. | 07 |
| | (b) | What is meant by Reengineering the organization? | 07 |
| Q.4 | (a) | What is job enrichment? Explain limitations of it and also explain how it can be made effective. | 07 |
| | (b) | Write a note on Maslow’s hierarchy of needs? | 07 |
| Q.4 | (a) | Define leadership and explain styles based on use of authority. | 07 |
| | (b) | Define communication. Explain communication process and purpose of communication in organization. | 07 |
| Q.5 | (a) | Write a note on control as a feedback system. How budget helps as a controlling device? | 07 |
| | (b) | What are the tools and techniques of improving productivity? | 07 |
| OR | | | |
| Q.5 | (a) | Explain Production Management and Operations Management and differentiate between them. | 07 |
| | (b) | Briefly explain the system and process of controlling? | 07 |
