

GUJARAT TECHNOLOGICAL UNIVERSITY**SEMESTER– 1 EXAMINATION – WINTER 2012****Subject code: 2810005****Date: 10/01/2013****Subject Name: Principles of Management****Time: 14:30 – 17:30****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 levels of management alongwith managerial skills required at all the levels **07**

(b) Explain Frederick Taylor's contribution towards management theory **07**

Q.2 (a) Explain steps involved in the controlling process **07**

(b) What is forecasting. Explain qualitative methods of forecasting **07**

OR

(b) Explain steps involved in selection procedure **07**

Q.3 (a) Explain combined base matrix structure alongwith advantages and disadvantages **07**

(b) Explain importance of planning **07**

OR

Q.3 (a) State the difference between authority and power with example **07**

(b) Write a brief note on globalization **07**

Q.4 (a) Explain business ethics and corporate governance **07**

(b) Define Directing. Explain any one theory of motivation as a requirement of directing **07**

OR

Q.4 (a) Explain budgeting as a control technique in detail **07**

(b) What is decentralization. Explain advantages of decentralization in detail **07**

Q.5 (a) Explain standing plans in detail **07**

(b) Differentiate formal v/s informal organization **07**

OR

Q.5 (a) Explain decision making process in detail and give insights into certainty ,risk and uncertainty dimensions while making decision. **07**

(b) Explain system's approach towards development of management theory **07**
