

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA - SEMESTER-I • EXAMINATION – WINTER 2013****Subject Code: 2810005****Date: 02-01-2014****Subject Name: Principles of Management (PM)****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.

- Q.1** (a) Give a brief account of the contribution of management though made by Elton Mayo. **07**
(b) What is social audit? What are its advantages? **07**
- Q.2** (a) “Planning is the essence of management, it is a managerial function.” Elucidate. **07**
(b) Distinguish between: structure and process. **07**
- OR**
- (b) Explain system approach to management. **07**
- Q.3** (a) “Authority is an all inclusive principle of management from which all other principles are derived.” Do you agree? Give your reasons. **07**
(b) What is forecasting? Discuss any two techniques of forecasting. **07**
- OR**
- Q.3** (a) Explain the important principles of organizing. **07**
(b) Explain Vroom’s expectancy Theory. **07**
- Q.4** (a) “Leadership is situational.” Do you agree with the statement? **07**
(b) Write short note on : 360 degree appraisal **07**
- OR**
- Q.4** (a) “Morale and Productivity move together like the east and the west sides of an elevator.” Explain this statement with effective leadership dynamics in management process. **07**
(b) Explain the following term: **07**
I. Empowerment
II. Contingency approach
- Q.5** (a) Explain budgetary technique. Describe any two of them in detail. **07**
(b) How are PERT and CPM networks developed? How this statistical techniques useful to management. Explain it with suitable example. **07**
- OR**
- Q.5** (a) Information technology plays vital role in modern management. Examine the statement in detail. **07**
(b) Which are traditional techniques of controlling in management? **07**
