

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

M. E. IInd Semester–Remedial Examination – June/July- 2011

Subject code: 720001

Subject Name: Principles of Management

Date: 20/06/2011

Time: 10:30 am – 01:00 pm

Total Marks: 60

Instructions:

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

- Q.1** (a) List out various approach to management. Discuss system approach in detail. **06**
(b) Explain the process of decision making with suitable example. **06**
- Q.2** (a) Who was named as father of “scientific management”? Discuss the principles given by him. **06**
(b) Explain the theory of hierarchical need suggested by Maslow. **06**
- OR**
- (b) List out the merit and demerits of centralization and decentralization. **06**
- Q.3** (a) Discuss the qualities of good manager. **06**
(b) How effective use of information & technology would enhance the performance of an organization. Explain with suitable example. **06**
- OR**
- Q.3** (a) What is the role of communication in modern management? **06**
(b) How organizational functions are different than managerial functions. **06**
- Q.4** (a) Discuss the process of Directing **06**
(b) What is the importance of Staffing? Suggest steps to retain the employee in IT industry. **06**
- OR**
- Q.4** (a) Define planning. Discuss the factors involved in planning. **06**
(b) What is the importance of organizing? Explain the steps of organizing. **06**
- Q.5** (a) Explain the terms : Ethics & Globalization. **06**
(b) Define conflict. Discuss the methods to resolve conflicts. **06**
- OR**
- Q.5** (a) Explain the concept of supply chain management with suitable example. **06**
(b) Explain the process of change management. **06**
