

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

# GUJARAT TECHNOLOGICAL UNIVERSITY

M.E Sem-II Remedial Examination December 2010

Subject code: 720001

Subject Name: Principles of Management

Date: 16 /12 /2010

Time: 02.30 pm – 05.00 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) Define Management and explain its basic functions. 06  
(b) Explain systems approach of management with suitable example. 06

- Q.2** (a) Explain levels of management in an organization with respect to functions performed and skills requirements at each level. 06  
(b) List different theories of management and explain the four basic principles of Scientific Management as conceived by F W Taylor. List the limitations of Scientific Management theory. 06

**OR**

- (b) Explain Maslow's theory of need hierarchy and explain its managerial implications. 06

- Q.3** (a) Define MBO and explain its merits and demerits. 06  
(b) List different approaches of leadership. Explain in details the different leadership styles based on use of authority. 06

**OR**

- Q.3** (a) List different organization structures and explain Line Structure in detail. 06  
(b) Explain the concept of knowledge worker. Give typical examples of knowledge workers and list the knowledge work activities. 06

- Q.4** (a) Explain the merits and demerits of centralized and decentralized organizations. 06  
(b) Enumerate the importance of controlling in an organization. Explain different techniques of controlling. 06

**OR**

- Q.4** (a) Explain the group formation stages in details. 06  
(b) What is conflict management? Explain different strategies of resolving conflicts in an organization. 06

- Q.5** (a) Explain the steps of decision making process giving suitable examples. 06  
(b) Briefly explain the terms Knowledge Management, Change Management & Six Sigma quality improvement strategy. 06

**OR**

- Q.5** (a) Explain social obligation, social responsiveness and social responsibility of an organization giving suitable examples. 06  
(b) Explain the challenges and opportunities faced by a manager to make the organization globally competitive. 06

\*\*\*\*\*