

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
ME Semester –II Examination Dec. - 2011

Subject code: 1720001

Date: 07/12/2011

Subject Name: Principles of Management

Time: 2.30 pm – 05.00 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) Define the term Management, Administration & Organization. Discuss the functions of management **07**
(b) Discuss the principles of Management as given by Henry Fayol. **07**
- Q.2** (a) State various types of organization structure. Discuss the importance of organization structure **07**
(b) Define “Management By Objective (MBO)”. Discuss its merits and demerits. **07**
- OR**
- (b) Discuss the techniques and process of decision-making **07**
- Q.3** (a) Define leadership. Explain various leadership styles based on use of power. **07**
(b) Define the term “Motivation”. Explain any one theory of Motivation. **07**
- OR**
- Q.3** (a) Define supply chain management. How it helps to improve the competitiveness of the Organization? **07**
(b) Define “Conflict Management”. Discuss different strategies of resolving conflicts in the organization. **07**
- Q.4** (a) Explain the advantages and limitations of centralization and decentralization. **07**
(b) Explain the process of Controlling as a managerial function. **07**
- OR**
- Q.4** (a) Explain the term ‘Social Responsibility’ and ‘Ethics’ with example. **07**
(b) Explain Intellectual Property Rights and Cyber Laws. **07**
- Q.5** (a) Define the term “group”. List out the types of groups. Explain the group formation stages. **07**
(b) Explain the skills and qualities of good manager. **07**
- OR**
- Q.5** (a) Discuss the activities covered under “employee welfare”. How it helps to improve the organizational performance? **07**
(b) Explain the process of change management **07**
