

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

M.E –IIst SEMESTER–EXAMINATION – JULY- 2012

Subject code: 1720001

Date: 04/07/2012

Subject Name: Principles of Management

Time: 10:30 am – 13:00 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) Explain the concept of Management by Objective (MBO) with diagram. State its benefits and limitations. 07
(b) Discuss the scientific management approach to the management process. 07
- Q.2 (a) With reference to 'planning' function of management, explain goals and objectives, plans and policies. 07
(b) 'Conflict results in destructive and damaging outcomes'- express your views on the statement. 07
- OR
- (b) Define conflict. Differentiate between the collaboration and avoidance method of conflict management. 07
- Q.3 (a) Define supply chain. Explain the concept of supply chain management. 07
(b) Define organization. Explain matrix organization structure with advantages and limitations. 07
- OR
- Q.3 (a) Define 'organization structure; using an illustration, explain how does organization structure affects performance of the organization. 07
(b) What is the importance of IPR in creating competitiveness of organization? 07
- Q.4 (a) How does employee welfare help improving organizational performance? State various employee welfare measures. 07
(b) Discuss the contribution of Elton Mayo to the field of management. 07
- OR
- Q.4 (a) Express your thoughts on importance of ethics in management. 07
Q.4 (b) What is the importance of team building? Describe the steps for building good teams. 07
- Q.5 (a) State the advantages of information technology in development of management system. 07
(b) What do you understand by multiculturalism of organization? Discuss its pros and cons. 07
- OR
- Q.5 (a) Explain the process and importance of staffing function. 07
(b) Write a short note on importance of quality management system. 07
