

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

M. E. - SEMESTER – II • EXAMINATION – WINTER 2012

Subject code: 1720001

Date: 28-12-2012

Subject Name: Principles of Management

Time: 10.30 am – 01.00 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) What do you mean by “scientific management”? Discuss the contribution of F. W. Taylor in modern management? **07**

(b) Discuss the need and scope of management. **07**

Q.2 (a) Explain the concept and nature of planning. Also discuss the steps involved in planning process. **07**

(b) Explain Maslow’s theory of need hierarchy and explain its managerial implications. **07**

OR

(b) What do you mean by MBO? Discuss its usefulness and limitations. **07**

Q.3 (a) Discuss the directing and controlling functions of management. **07**

(b) Which are the different types of organizations? Discuss in brief the Line and staff structure of organizations. Also state their applications. **07**

OR

Q.3 (a) What do you mean by centralized and decentralized organizations? Discuss their merits and demerits. **07**

(b) What do you mean by new form of organizations? Discuss their applicability in modern era. **07**

Q.4 (a) What are formal and informal groups? Briefly discuss the theory of group formation. **07**

(b) What do you mean by Knowledge worker? What is the role of knowledge worker in the 21st century? **07**

OR

Q.4 (a) Define decision making. Discuss the process of decision making. **07**

Q.4 (b) Explain change management and technology management. **07**

Q.5 (a) What is the role of ethics in business? Discuss its relationship with social responsibility. **07**

(b) Discuss six sigma concepts in context of quality standards with suitable example. **07**

OR

Q.5 (a) Discuss the management of organizational change and innovation. **07**

(b) Write note on conflict management. **07**
