

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 1 – EXAMINATION – SUMMER 2019

Subject Code: 3519205

Date: 20/05/2019

Subject Name: Business structure and Management

Time: 02:30 PM To 05:30 PM

Total Marks: 70

Instructions:

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

	Marks
Q.1 Define following with suitable example.	14
(a) Meaning of management	
(b) Meaning of planning	
(c) Meaning of organizing	
(d) Meaning of staffing	
(e) Meaning of directing	
(f) Meaning of coordinating	
(g) Meaning of reporting	
Q.2 (a) “Management has to control 6Ms Men, Machines, Money, Materials, Methods and Markets.” Explain.	07
(b) Write any 5 definition of management and explain each in brief.	07
OR	
(b) Write a brief note on objectives of management. Explain as a manager of Hindustan tools, why company need to keep objectives?	07
Q.3 (a) Define planning. Explain features of planning	07
(b) Explain as a manager of Gayatri enterprise what is the importance of planning and what are its limitations?.	07
OR	
Q.3 (a) Write note on nature and scope of organizing	07
(b) Write a note on features of formal organization. Explain as a manager of Darsh enterprise the need of formal organization.	07
Q.4 (a) Write a note on management by objective (MBO).	07
(b) Write a note on corporate social responsibility (CSR). Explain as a manager of reliance filament why company should practice CSR?	07

OR

- Q.4** **(a)** “Directing is a managerial function”. Explain. **07**
- (b)** Write a note on nature and scope of controlling. Explain as a manager of jumbo airlines What measures are taken to implement controlling service organization management? **07**
- Q.5** Maya engineering works specializes in installation of water cooler in large industrial establishments in northern region of India. Now it has decided to expand its operation in southern region of India by establishing a fully automatic industrial plant.
 It has hired Mr. Kristi as a manager to establish production and marketing operations of the unit and make the organization fully operational. You are supposed to act as a advisor to Mr. Kristi.
- (a)** Explain what managerial functions are involved in making unit fully operational. **07**
- (b)** Is the procedure to fully functionalize production department same as functionalizing marketing department. Explain it in the context of the task of Mr. Kristie? **07**
- OR**
- Q.5** **(a)** Explain principles of management useful to functionalize operation of the unit. **07**
- (b)** Explain with reasons which organization structure is useful to establish the southern operation of the unit. **07**
