

**GUJARAT TECHNOLOGICAL UNIVERSITY**

**MBA - SEMESTER-I • EXAMINATION – SUMMER • 2014**

**Subject Code: 2810005**

**Date: 28-05-2014**

**Subject Name: Principles of Management (PM)**

**Time: 14.30 pm - 17.30 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) Is management Science or Art? Why do we need it? **07**  
(b) Elaborate on Fredrick Taylors contribution to management. **07**
- Q.2** (a) Define planning and explain the various steps involved in planning. **07**  
(b) Write on “Business Ethics & Social Responsibility” **07**
- OR**
- (b) Clarify the concept of BCG matrix with example. **07**
- Q.3** (a) What are the principles of organization. **07**  
(b) Differentiate between line and staff authority. **07**
- OR**
- Q.3** (a) What are the sources of recruitment? **07**  
(b) What are the purposes of appraisal? **07**
- Q.4** (a) Write a short note on coordination. **07**  
(b) Write a short note on cultural variables for innovation. **07**
- OR**
- Q.4** (a) Write a short note on the training methods for managers. **07**  
(b) Explain Decentralization and Centralization. What are the factors influencing decentralization? **07**
- Q.5** (a) Discuss the role of Budgeting as a Control Technique? **07**  
(b) Write a detailed note on liberalization and globalization. **07**
- OR**
- Q.5** (a) How do organizations go international? **07**  
(b) Elaborate on the basic steps in the control process. **07**

\*\*\*\*\*