

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER-I • EXAMINATION – SUMMER • 2015

Subject Code: 2810005

Date: 10-06-2015

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) 1) The concept of Bureaucracy was best explained by

- a) Elton Mayo
- b) Max Weber
- c) Henri Fayol
- d) Koontz and Donnell

1 Mark

2) Cross functional teams which work together to develop something new or to accomplish a task for a defined period of time is

- a) Permanent work teams
- b) Problem solving teams
- c) Project teams
- d) None of the above

1 Mark

3) The Devil's Advocate Method is useful for the process of

- a) Problem Recognition
- b) Task Allocation
- c) Resource Allocation
- d) Problem solving

1 Mark

4) The degree of solidarity and positive feelings held by individual towards the group is called

- a) Team cohesiveness
- b) Team interdependence
- c) Team Norms
- d) Team attraction

1 Mark

5) In OCTAPACE values, C stands for

- a) Confrontation
- b) Commitment
- c) Challenges
- d) Coordination

1 Mark

6) In this type of conflict, there is only potential opposition existing between the parties

- a) Latent conflict
- b) Perceived conflict
- c) Felt conflict
- d) Manifest conflict

1 Mark

Q.1) b) 1) Define Power.

1 Mark

2) What do you mean by Contingency Approach?

1 Mark

3) Explain Span of Control

1 Mark

4) Explain the term "Vestibule Training"

1 Mark

Q.1) c) Explain the difference between "Recruitment" and "Selection"

4 Marks

Q.2) a) What is Cultural Diversity and how can an organizations manage Cultural Diversity?
7 Marks

b) Write a short note on System Approach as per Total Quality Management with an example.
7 Marks

OR

b) Describe the four basic stages in the Rational Model of Decision Making and problem solving with suitable example.
7 Marks

Q.3) a) Describe the contributions of Researchers for improving the productivity of work, as suggested under the Scientific Management School.
7 Marks

b) Which are the different types of Teams. Explain with suitable examples.
7 Marks

OR

Q.3 a) Write a Short note on Management by Objectives.
7 Marks

Q.3) b) What is the importance of Operationalizing Strategies? Explain the methods of doing the same with relevant example.
7 Marks

Q.4) a) Define Organizational Design. Explain the various approaches in brief.
7 Marks

Q.4) b) What is the standard seven step hiring sequence? Is this sequence the same under all conditions? Why or why not?
7 Marks

OR

Q.4) a) Write a short note on Global theory of Management.
7 Marks

Q.4 b) Explain the contribution of Robert Mockler for control. Illustrate suitable example for the same.
7 Marks

Q.5) Suresh has just graduated from a management institute and has joined his family's small business which employs 20 semi-skilled workers. During the first week on the job, his father called him and said, "Suresh, I have had a chance to observe you working with the men and women for the past two days and although I dislike to, I must tell you something. You are too nice to people. I know that this human behaviour and motivation has been taught to you, but it shall not work in practical situations. There is more to managing people than being nice to them."

Discussion questions **14 Marks**

- 1) How would you react to father's comments if you were Suresh?
- 2) Do you think Suresh's father is right in understanding the recent trends in managing people?
- 3) How would you explain your behaviour to your father if you were Suresh?

OR

Q.5) Mohan has a position on the planning staff of a large company in a high technology industry. Although he has spent most of his time on long range strategic planning for the company, he has been appointed to a task force to reorganize the company. The president and the board of directors are concerned that they are losing their competitive position in the industry because of an outdated organization structure. Being an expert, Mohan convinced the task force that they should change the structure after determining the environmental factors affecting the industry. They discovered that the company is presently following the classic bureaucratic lines and they are competing in highly dynamic uncertain environment which requires great deal of flexibility and response to change.

Discussion questions **14 Marks**

- 1) What type of organization structure and design do you think task force should recommend?
- 2) Explain how contingency and system theory can contribute to this case.