

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER-I • EXAMINATION – SUMMER • 2015

Subject Code: 810006

Date: 10-06-2015

Subject Name: Principles of Management (POM)

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.

- Q.1** (a) Write a Short Note on Contribution by F.W. Taylor in Management **07**
(b) Explain the difference between Recruitment and Selection. Describe the Selection Process in organizations. **07**
- Q.2** (a) What is BCG Matrix? How can it be helpful for organizations? **07**
(b) Write a Short Note on Fiedler's Approach to Leadership. **07**
- OR**
- Q.3** (b) What are the functions of Managers? Explain them in detail. **07**
(a) Define Authority and Power. Which are the sources of Power? **07**
(b) Write a Short Note on importance and process of MBO. **07**
- OR**
- Q.3** (a) Define Ethics and Social Responsibility. What is Common Morality? **07**
(b) Which are the types of Plans? What is Strategic Planning? **07**
- Q.4** (a) Explain in detail Maslow's Need Hierarchy Theory. **07**
(b) Explain the Importance of Communication in Management. **07**
- OR**
- Q.4** (a) Write a Short note on the 7 S Model. **07**
(b) Which are the types of Organizational Structures? Explain the Matrix organization structure with appropriate diagram. **07**
- Q.5** (a) What is Delegation? What are the barriers of effective delegation? **07**
(b) Write a Short note on "Force Field Analysis" **07**
- OR**
- Q.5** (a) Explain the Role of Budgeting as a Control Technique. **07**
(b) Is Management an Art or Science or Both? Explain the difference between Administration and Management. **07**
