

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER-I • EXAMINATION – WINTER-2015

Subject Code: 810006

Date: 30/12/2015

Subject Name: Principles of Management (POM)

Time: 10:30 AM TO 1:30 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) Explain the various functions of management in brief. **07**
(b) Define ethics and social responsibility. What are the different tools of ethics? **07**
- Q.2** (a) Define planning and explain the steps involved in planning? **07**
(b) Write a detailed note on process of managing by objectives? **07**
- OR**
- (b) Discuss the process of decision making in detail. **07**
- Q.3** (a) Describe the steps involved in the selection process. **07**
(b) Distinguish between formal and informal organization. **07**
- OR**
- Q.3** (a) Write a note on various strategies of departmentation. **07**
(b) Explain the various methods of recruitment in detail. **07**
- Q.4** (a) Write a note on maslow's hierarchy of needs with diagram? **07**
(b) Describe communication. Explain the role of effective communication in the organization. **07**
- OR**
- Q.4** (a) What is leadership? Explain types of leadership. **07**
(b) Explain the process of communication in detail. **07**
- Q.5** (a) Write a detailed note on, "Globalization". **07**
(b) Discuss the role of budgeting as a control technique. **07**
- OR**
- Q.5** (a) Briefly explain the process of controlling. **07**
(b) Explain the components of global environment in detail. **07**
