GUJARAT TECHNOLOGICAL UNIVERSITY MBA (AM) – SEMESTER – 3 • EXAMINATION – WINTER - 2018

Subject Code:4130502 Date: 05/12/2018 **Subject Name: Management Principles** Time: 10:30 AM To 01:30 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) What do you mean by Management? Explain different functions related to 07 Management (b) Management is a combination of Art, Science & Profession'- Justify the 07 statement Define Planning and also Explain Planning Process with suitable example of 0.2 07 any organization **(b)** What is Organizing? Explain the different type of organization. **07** (b) Define Decision Making and Explain the process of decision making that 07 affects the efficiency of the business decision Define Controlling. Describe the essentials of good control system 07 Q.3**(b)** Define staffing. what are the main functions involved in staffing 07 OR 07 Write short note: (1) Forecasting (2) Decentralization Q.3(a) Define Directing. And also explain various directing tools. 07 **(b)** Briefly discuss the Taylors principle of Scientific Management. 07 0.4 (a) Define Motivation and Discuss any three theories of motivation **(b)** 07 OR What was the Henry Fayols greatest contribution to management theory? 0.4 07 Define term Leadership. Explain different theories of leadership. **07 (b)** Explain the different global practices in management. 07 Q.5 (a) **(b)** Explain: (1) TQM (2)Creativity And Innovation 07 OR What do you understand by MBO? 07 0.5 (a) Explain: (1) Change Management (2) Crisis Management 07
