

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER-I • EXAMINATION – SUMMER 2013

Subject Code: 810006

Date: 05-06-2013

Subject Name: Principles of Management

Time: 10.30 am – 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) With increasing competition companies are adopting various selection methodologies for improving talent quality. Justify the statement in the light of various methods of selection and brief the process of selection. (7)
- (b) What is meant by management? Explain the various functions of the same in brief? (7)
- Q.2** (a) Explain relevance of Henry Fayol principles of management in today's corporate world? (7)
- (b) Detail the various roles played by the manager today? (7)
- OR**
- (b) What is meant by planning and differentiate between the various types of plan. Also brief how planning can be made effective. (7)
- Q.3** (a) Differentiate between policy and procedure and discuss the various types of policies. (7)
- (b) Discuss the process of planning in detail and brief the importance of skills at various levels. (7)
- OR**
- (a) Type of decisions leads to business success or failure. Justify the statement with the importance of decision making and process of rational decision making. (7)
- (b) Define control and explain the steps of control process. (7)
- Q.4** (a) What is meant by departmentalization? Differentiate between process and purpose departmentalization. (7)
- (b) What is meant by organizing? Analyze the advantages and disadvantages of mechanistic and organic organization structures. (7)
- OR**
- (a) Explain span of management in brief and also detail the various principles of organizing. (7)
- (b) Differentiate between Forecasting and planning and also explain the various methods of forecasting? (7)
- Q.5** (a) Corporate Social responsibility is gaining an importance today. Explain the various views on social responsibility and explain the social responsibility of business towards various groups. (7)
- (b) Explain the concept of "Right man, right place and at right time" and various modes of recruitment. (7)
- OR**
- (a) Define Control and Explain the steps of control process. (7)
- (b) Write short notes on (Any Two): (7)
1. Problems in control process.
 2. Budget as controlling technique.
 3. Hawthorne experiment.
 4. Human Relation movement.
