

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA – SEMESTER 01– • EXAMINATION – SUMMER 2018

Subject Code: 2810005

Date:05/05/2018

Subject Name: Principles of Management (POM)

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) Objective Questions. 06**
1. The process of monitoring performance, comparing it with goals and correcting any significant deviations is known as
A. Planning B. Organizing
C. Leading D. Controlling
The Continues line of authority that extends from the upper level of management to the lowest levels of the organization is called:
2. A. Authority line of responsibility B. Unity of Commerce
C. Chain of command D. Responsibility factor
Management by objectives introduced by:
3. A. F.W.Taylor B. Elton Mayo
C. Peter Drucker D. None of above
This is the oldest form of organisations
4. A. Line B. Functional
C. Line and staff D. SBU
Management and Administration are
5. A. Same B. Different
C. Partly same and Partly different D. None of above
Selecting one from several alternatives is called
6. A. Decision making B. Forecasting
C. Planning D. Organizing
- Q.1 (b) Explain Following Terms. 04**
1. Centralization
 2. Objective
 3. Selection
 4. Strategy
- Q.1 (C) “Management is both science & Arts” Discuss 04**
- Q.2 (a) What do you understand by planning premises? What are the different types of planning premises used by the industries? 07**
- (b) Explain planning and discuss in details the steps involved in planning. 07**
- OR**
- (b) What do you understand by MBO? What steps can you suggest for effective implementation of MBO programme in organization? 07**
- Q.3 (a) Define organizing. Discuss the formal and informal organization. 07**
- (b) “Sound organization structure is an essential pre requisite of efficient management.” - Comment 07**
- OR**
- Q.3 (a) Explain delegation of Authority and discuss the advantages and disadvantages of delegation of authority. 07**
- (b) “Line & Staff Concept is obsolete” do you agree? Give the reason to support your answer. 07**

- Q.4 (a)** Explain the importance of control in a business. Discuss the process of controlling in a industries. **07**
- (b)** “Planning is meaningless without control & control is aimless without Planning” examine critically. **07**

OR

- Q.4 (a)** What do you mean by Budget? Discuss Budget as a Control technique. **07**
- (b)** “Planning & Control are inseparable twins of management” Comment **07**

- Q.5** Manoj has small factory for producing plastic goods. There are 100 employees working in that factory. At present it is solely managed by his father. Manoj has joined his father recently after having completed post graduation in management. **14**

He discovers that the authority to manage all affairs of the factory has been retained by his father being the owner, hardly there seems to be any line of authority in the factory. Some of his relatives & trust worthy senior employees have been empowered for looking after various operation like, purchase, sale, accounting & Finance. Manoj is not satisfied with the present set up of distribution of authority. He wants to decentralize part of authority which is still being retained by his father. And he believes that through delegation of authority he will be able to establish cordial and healthy relationship of superior & subordinate.

Read the above case and answer the following question.

- A. Why is the need of delegation authority being felt by Manoj and What should be the base of delegating it?
- B. You are requested to suggest some guideline as to make delegation of authority more effective and Does it help in motivating the employees? Explain it.

OR

- Q.5** Like most small scale industrial goods companies Bhushan Rubber suffered hard times in the decade of 1990s. At a 1997 executive meeting, a number of frustrated middle manager argued that repeated pay reductions had reduced morale leaves in the company. President Srikanth replied that he didn't care and that it was their problem, not his. As a result, the executives left the meeting discontented. **14**

Srikanth had been a financial specialist, and the board of directors assigned him the top job because they thought his financial expertise could turn the firm around. At first, the move seemed a good one. Shrikanth used his financial know how to arrange creative financing for Company's debt, but that didn't deeper problems.

Shrikanth was a numbers man with few people skills, and he proved to be a poor planner. His effort to diversity came too late. Attempts at reorganization met resistance from the corporation's entrenched centralized structure. Always uncomfortable with face to face communication, he issued periodic memos exhorting employees to increase productivity. Internal strife increased as blue collar and white collar employees alienated, and the management team became ineffective.

Read the above case and answer the following question.

- A. Which of the management functions (planning, organizing, leading and controlling) does Shrikanth perform well? Which of the management functions does he perform poorly?
- B. What do you think Shrikanth should have done?
