

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA (INTEGRATED) – SEMESTER 03 – EXAMINATION – SUMMER 2017

Subject Code: 4130502**Date: 26/05/2017****Subject Name: Management Principles****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) What is Management? Explain different functions related to Management. **07**
 (b) “While certain aspects of management make it a science, certain others which involve application of skill make it an art” Comment. **07**
- Q.2** (a) Write a short note on Mintzberg’s roles of managers. **07**
 (b) Explain different between Manager and Entrepreneur. **07**
- OR**
- (b) Discuss the thought contribution of F. W. Taylor’s Principals of Scientific Management. **07**
- Q.3** (a) Decision making is the primary test of management." Discuss this statement and explain the process of decision making. **07**
 (b) Management By Objective is Comprehensive management function. It has wider applications like planning, motivation, performance evaluation. Discuss this statement and also explain its advantages. **07**
- OR**
- Q.3** (a) What is Planning? Explain Planning Process with suitable example of any organization you are aware of. **07**
 (b) What do you mean by organization? Explain different types of Organization in detail. **07**
- Q.4** (a) Explain the concept of forecasting. Discuss different forecasting techniques. **07**
 (b) What is Staffing? Explain Functions of Staffing. **07**
- OR**
- Q.4** (a) What is controlling? Briefly Discuss the controlling process. **07**
 (b) What do you mean by Directing? Explain various Directing Tools with suitable examples. **07**
- Q.5** (a) Explain any one from following concepts: **07**
 1) Crisis Management
 2) Change Management
 (b) What do you mean by Leadership? Explain Leadership Theories. **07**
- OR**
- Q.5** (a) What is Motivation? Explain the Maslow’s Need Hierarchy theory as a one of the Concept of Motivation. **07**
 (b) Discuss different between Japanese & American Management Styles. **07**
