

GUJARAT TECHNOLOGICAL UNIVERSITY
BHMCT SEMESTER- 4 • EXAMINATION – SUMMER-2017

Subject Code:143306**Date: 10/05/2017****Subject Name: Basic Principle & Strategic Management****Time: 10.30AM to 01.00PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

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|------------|-----|---|-----------|
| Q.1 | (a) | What do you mean by MBO? Explain advantages and limitations | 07 |
| | (b) | Discuss process of decision making in detail | 07 |
| Q.2 | (a) | Explain vision and mission of company with example | 07 |
| | (b) | Discuss in detail the Management process | 07 |
| OR | | | |
| | (b) | Discuss different types of strategy and explain any one | 07 |
| Q.3 | (a) | Explain Mckinsey's approach of planning | 07 |
| | (b) | Explain Maslows theory of needs | 07 |
| OR | | | |
| Q.3 | (a) | Define Motivation. Explain any one theory of motivation | 07 |
| | (b) | SWOT analysis is very vital – Discuss | 07 |
| Q.4 | (a) | Define Management and explain its characteristics | 07 |
| | (b) | Write a short note on Control | 07 |
| OR | | | |
| Q.4 | (a) | Discuss different styles of Leadership | 07 |
| | (b) | Explain the process of Organizing | 07 |
| Q.5 | (a) | Define Strategic Management. Explain in detail in process | 07 |
| | (b) | Discuss barriers of effective communication | 07 |
| OR | | | |
| Q.5 | (a) | Explain PESTLE analysis | 07 |
| | (b) | Discuss the process of planning in detail | 07 |
