| Seat No.: | Enrolment No. |
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| Seat No | Emonitent No. |

GUJARAT TECHNOLOGICAL UNIVERSITY

BE - SEMESTER-IV • EXAMINATION – SUMMER 2013

| | • | Code: 140002 Date: 10-06-2013 | |
|----------|------------|--|-----------|
| Tin | • | Name: Management - I 0:30am - 01:00pm Total Marks: 70 | |
| | | Attempt all questions. | |
| Q.1 | (a) (b) | Define Management and narrate its functions in brief. Describe the skills required for performing a managerial assignment. | 07 07 |
| Q.2 | (a) (b) | Define organization. Spell out important principles of organization. Discuss different modern management approaches. OR | 07 07 |
| | (b) | Critically explain the contributions of Fredrick Winslow Taylor and Henry Fayol in the development of management thoughts. | 07 |
| Q.3 | (a) | Briefly discuss the key elements for developing efficient and effective organizational structure. | 07 |
| | (b) | Discuss the organizational design challenges faced by managers in the present scenario. | 07 |
| | | OR | |
| Q.3 | (a) (b) | Write detailed notes on the following topics: Centralization and Decentralization as the principle of organization Types of organizational structure | 07 07 |
| Q.4 | (a) (b) | Write explanatory notes on different dimensions of organizational culture. Does environment affect the managerial performance? Explain how. OR | 07 07 |
| Q.4 | (a) (b) | Elaborate the significance of the changes for the survival of business. Write an explanatory note on styles of leadership. | 07 07 |
| Q.5 | | Write detailed notes on the following topics: | |
| ~ | (a) | Management by objectives | 07 |
| | (b) | Factors affecting managerial ethics | 07 |
| | | OR | |
| Q.5 | | Write detailed notes on the following topics: | |
| | (a) | Myths about business ethics | 07 |
| | (b) | Role of ethics and social responsibility in management | 07 |
