

**GUJARAT TECHNOLOGICAL UNIVERSITY****BE - SEMESTER-IV • EXAMINATION – SUMMER • 2014****Subject Code: 140002****Date: 18-06-2014****Subject Name: Management - I****Time: 10:30 am - 01:00 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) Explain the interactive nature of management processes with schematic diagram. **07**  
(b) Write on the contributions of Fredrick Winslow Taylor and Henry Fayol in the development of management thoughts. **07**
- Q.2** (a) What do managers do according to manager types and levels? **07**  
(b) Briefly explain the types of management. **07**
- OR**
- (b) What are the important steps in the process of organizing? **07**
- Q.3** (a) Explain your view regarding departmentalization with its classification. **07**  
(b) Write a note on tall versus flat organization structure. **07**
- OR**
- Q.3** (a) Write on organizational structure. **07**  
Which are vertical dimensions of the organizations?  
(b) Write your views with justification regarding “responsibility and authority creates the post “or” post creates the responsibility and authority”. **07**
- Q.4** (a) Which are effects and impacts of organizational culture on the performance of the organization? **07**  
(b) What type of skills would a manger need to effectively work in a matrix type of organization? Why? **07**
- OR**
- Q.4** (a) Define Organizational Culture. Explain the attributes of organizational culture. **07**  
(b) Explain on criteria for ethical decision making. **07**
- Q.5** (a) Discuss the concept of ethics. What issues must a manager consider when applying ethics? **07**  
(b) What are the parameters to measure the social responsibility of a business organization? **07**
- OR**
- Q.5** (a) Write short note on MBO. **07**  
(b) Who are stakeholders of an organization? Explain their interest in the organization. **07**

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