GUJARAT TECHNOLOGICAL UNIVERSITY BHMCT- SEMESTER- IV • EXAMINATION – SUMMER 2015

Sı	ıbjec	t Code: 143306	Date: 11/06/2015
Subject Name: Basic Principles & Strategic Management			
Instructions:			Total Marks: 70
	2	 Attempt all questions. Make suitable assumptions wherever necessary. Figures to the right indicate full marks. 	
Q.1	(a)	What is management? Explain functions of a manager.	07
	(b)	Explain 14 principles of Fenery Fayol.	07
Q.2	(a)	Give details: SWOT analysis.	07
	(b)	Explain types or styles of leadership.	07
		OR	
	(b)	State and explain steps in recruitment and selection.	07
Q.3	(a)	Explain Mckinsey's 7s model.	07
	(b)	Give idea about PESTLE way of environmental analysis.	07
		OR	
Q.3	(a)	Elucidate. "Process of Communication"	07
	(b)	Explain barriers of communication.	07
Q.4	(a)	Explain Blake and Mountan Model of managerial grid.	07
	(b)	Define strategy. Explain types of strategy.	07
		OR	
Q.4	(a)	What is control? Give brief about type of control.	07
	(b)	What is MBO? Explain advantages and limitations of MBO.	07
Q.5	(a)	Explain the process of control with steps.	07
	(b)	How strategy can be planned and implemented to Hotel Industry	07
		OR	
Q.5	(a)	Explain Maslow's hierarchy of need.	07
	(b)	What is resource allocation? What is resource selection?	07
