Seat No.: _____ Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY

B. E. - SEMESTER – IV • EXAMINATION – WINTER 2012

Subject code: 140002 **Date: 26/12/2012**

Subject Name: Management - 1

Time: 02.30 pm - 05.00 pm **Total Marks: 70**

Instructions:

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

Q.1	**(a)**	Define Management. Describe the functions of Management.	**07**
	(b)	Explain why efficiency and effectiveness are important to Management. Discuss the levels of Management.	**07**
Q.2	**(a)**	Describe the important contribution made by Henry Fayol.	**07**
	(b)	Explain with example Scientific Management and General Administrative Theory.	**07**
		OR	
	(b)	Explain how today's managers use the Behavioral approach.	**07**
Q.3	**(a)**	Explain what is organization; write the merits and demerits of line and staff organization.	**07**
	(b)	Describe the contemporary organizational design.	**07**
		OR	
Q.3	**(a)**	Explain how centralization, decentralization and formalizations are used in organizational design.	**07**
	(b)	What are the social responsibilities of a Manager?	**07**
Q.4	**(a)**	Differentiate between social obligations, social responsiveness and social responsibility.	**07**
	(b)	Define green management. Describe how organizations can go green.	**07**
		OR	
Q.4	**(a)**	Explain why work place spirituality seems to be an important concern.	**07**
Q.4	**(b)**	Explain the contingency factors that affects organizational design	**07**
Q.5	**(a)**	Discuss the impact of strong culture on organizations and managers.	**07**
	(b)	What is decision making? Explain various steps of decision-making.	**07**
		OR	
Q.5	**(a)**	Explain Mintzberg's managerial role. Write the skills needed at different managerial level.	**07**
	(b)	Define motivation. Explain theories of motivation.	**07**

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