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GUJARAT TECHNOLOGICAL UNIVERSITY

BE - SEMESTER-IV • EXAMINATION - WINTER • 2014

Date: 24-12-2014

Subject Code: 140002 Subject Name: Management - I Time: 02:30 pm - 05:00 pm **Total Marks: 70 Instructions:** 1. Attempt all questions. 2. Make suitable assumptions wherever necessary. 3. Figures to the right indicate full marks. (a) Define "Management". State the functions of management. Explain planning and Q.1 07 organizing as functions of management. Explain why efficiency and effectiveness are important to management. Discuss **07 (b)** the levels of management. **Q.2** (a) Explain the contribution of Taylor and Gilberth to management history. 07 Explain how today's managers use the behavioral approach. 07 **(b) (b)** Explain the theory of scientific management. 07 List the types of organization structures. Explain chain of command and span of 0.3 **07** control. Explain what is organization? Write the merits and demerits of line and staff **07 (b)** organization. \mathbf{OR} Explain centralization and decentralization of authority. Explain the advantages Q.3 07 of decentralization of authority over centralization of authority. (b) Explain the structure, application, advantages and limitations of matrix 07 organization. 0.4 Discuss the impact of strong culture on organizations and managers. 07 Who are stakeholders of an organization? Explain their interest in the 07 **(b)** organization. OR What is organization culture? Explain the dimensions of organization culture **Q.4 07** with the diagram. What are the parameters to measure the social responsibility of a business **07 (b)** organization? Q.5 Discuss the concept of ethics. What issues must a manager consider when 07 (a) applying ethics? Write a short note on 'Corporate Social Responsibilities' of Organizations **07** OR Q.5 (a) Write short note on MBO. **07** Discuss about the tall and flat structure of organization. **07**
