## GUJARAT TECHNOLOGICAL UNIVERSITY MBA (INTEGRATED) – SEMESTER 03 – EXAMINATION – SUMMER 2017

## Subject Code: 4130502 Subject Name: Management Principles Time: 02.30 PM TO 05.30 PM

Date: 26/05/2017

**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) (b)	What is Management? Explain different functions related to Management. "While certain aspects of management make it a science, certain others which involve application of skill make it an art" Comment.	07 07
Q.2	(a) (b)	Write a short note on Mintzberg's roles of managers. Explain different between Manager and Entrepreneur. <b>OR</b>	07 07
	<b>(b</b> )	Discuss the thought contribution of F. W. Taylor's Principals of Scientific Management.	07
Q.3	(a) (b)	Decision making is the primary test of management." Discuss this statement and explain the process of decision making. Management By Objective is Comprehensive management function. It has	07 07
	(0)	wider applications like planning, motivation, performance evaluation. Discuss this statement and also explain its advantages. <b>OR</b>	07
Q.3	(a)	What is Planning? Explain Planning Process with suitable example of any	07
	(b)	organization you are aware of. What do you mean by organization? Explain different types of Organization in detail.	07
Q.4	(a) (b)	Explain the concept of forecasting. Discuss different forecasting techniques. What is Staffing? Explain Functions of Staffing. <b>OR</b>	07 07
Q.4	(a) (b)	What is controlling? Briefly Discuss the controlling process. What do you mean by Directing? Explain various Directing Tools with suitable examples.	07 07
Q.5	(a)	<ul><li>Explain any one from following concepts:</li><li>1) Crisis Management</li><li>2) Change Management</li></ul>	07
	<b>(b)</b>	What do you mean by Leadership? Explain Leadership Theories. OR	07
Q.5	(a)	What is Motivation? Explain the Maslow's Need Hierarchy theory as a one of	07
	<b>(b)</b>	the Concept of Motivation. Discuss different between Japanese & American Management Styles.	07

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