

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

MAM - SEMESTER-III • EXAMINATION – SUMMER • 2014

Subject Code: 4130502

Date: 20-06-2014

Subject Name: Management Principles

Time: 02:30 pm – 05:30 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) Define and explain the term Management. What are the main functions a Manager performs? **07**
- (b) “While certain aspects of management make it a science, certain others which involve application of skill make it an art” – Explain this statement. **07**
- Q.2** (a) Discuss the different roles played by a Manager in his day-to-day life. **07**
- (b) What are the objectives of Planning? Explain the steps involved in Planning Process. **07**
- OR**
- (b) Define Plan and discuss various types of plans. **07**
- Q.3** (a) Define Decision Making and explain its process with the help of one example. **07**
- (b) What is Organizing? Describe its main principles. **07**
- OR**
- Q.3** (a) Define Staffing. What are the main functions involved in Staffing? **07**
- (b) What is Controlling? Explain the steps involved in Controlling any activity/ event/ department. **07**
- Q.4** (a) Explain the contribution of Scientific Management to understand Management evolution. **07**
- (b) Define Motivation. **07**
Describe Maslow’s theory of Motivation.
- OR**
- Q.4** (a) Discuss the contribution of Administrative Management in development of management thought. **07**
- (b) Define Leadership and explain the various leadership styles. **07**
- Q.5** (a) Write a detailed note on Management by Objectives. **07**
- (b) Describe the practices of Japanese and American Management. **07**
- OR**
- Q.5** (a) Define and differentiate Creativity and Innovation. What steps can be taken to improve both the concepts in an organization. **07**
- (b) Elaborate the different global practices of Management. **07**
