Sea	at No.:		
		GUJARAT TECHNOLOGICAL UNIVERSITY	
~	- 4	MAM - SEMESTER-III • EXAMINATION – WINTER • 2014	
	U	Code: 4130502 Date: 05-12-2014	
	•	Name: Management Principles	
	me: 1 tructio	.0:30 am - 01:30 pm Total Marks: 70	
1113	1. 2.	Attempt all questions.  Make suitable assumptions wherever necessary.	
	3.	Figures to the right indicate full marks.	
Q.1	(a)	Define Management. Also explain different functions related to Management.	07
	<b>(b)</b>	Discuss the thought contribution of Fayol's Principals of Management.	07
Q.2	(a)	Explain the meaning of Planning and also explain Planning Process with	07
		suitable example of any organization.	
	<b>(b)</b>	Differentiate between Global, International / Multinational and Domestic Organization.	07
		OR OR	
	<b>(1.)</b>		0.5
	<b>(b)</b>	Clarify: (1) Forecasting (2) Decentralization	07
Q.3	(a)	What is Organizing? Examine its Nature and Process of Organizing.	07
	<b>(b)</b>	What do you mean by Staffing? Explain the Functions of Staffing.	07
		OR	
Q.3	(a)	Define Directing and give brief idea about various Directing Tools.	07
	<b>(b)</b>	Explain the Techniques of Controlling with suitable examples.	07
<b>Q.4</b>	(a)	What is Motivation? Explain the Maslow's Need Hierarchy Theory to clarify	07
		the Concept of Motivation.	
	<b>(b)</b>	Explain different Schools of Management Thoughts.	07
		OR	
Q.4	(a)	Define Functional Management with example.	07
-	<b>(b)</b>	What do you mean by Leadership? Explain Leadership Theories.	07
Q.5	(a)	Define: (1) Creativity (2) Innovation	07
	<b>(b)</b>	What is MBO? State it's Advantages & Disadvantages in an Organization.	07
		OR	
Q.5	(a)	Why Global Awareness is must for today's Manager?	07
<b>.</b>	(b)	Explain: (1) Risk Management (2) Total Quality Management	07
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