Seat No.: _____ *Enrolment No._____*

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA. Sem-I Remedial Examination April 2010

Subject code: 810006

Subject Name: Principles of Management

Date: 09 / 04 / 2010 **Time: 12.00 noon – 02.30 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 **Case Study**

For Mr. Rajan, the General Manager of a textile manufacturing company, personal successes have come as though they had been programmed by a computer. During a long career at the company, which he had joined as an humble assistant, promotions came one after another culminating in his elevation to the present post.

But no sooner had Mr. Rajan taken over the new job, the problems began to pile up for him. The most upsetting of these was a threatened strike by the workers of the company on the question of bonus. The workers demanded five months bonus as against 3% month bonus conceded by the company which, even as it was, was more than any identical unit in the industry had given for a year.

Though the proposed strike did not materialize as a result of intervention by the local administration, the workers were not convinced of the rightness of the company's stand. They had a feeling that the management deliberately understands profits so as to deny the workers their legitimate due. Many other stories had been circulating about an alleged wickedness on the part of management in that it spent lavishly on the maintenance of the managerial staff, but was very stingy when it came to providing benefits to workers. As one labour leader put it "Let the management not take pride of its victory. They do not know how terribly they are harming the interests of the company by alienating the workers. Secretiveness in management is all right to some extent. But it should not be practiced so as to render the workers, who are no less important members of the organization, strangers in their own workplace.

Questions:

	(a)	Do you think the present situation in the company is due to lack of proper communication between the management and workers? What steps would you suggest to bridge the communication gap?	**07**
	(b)	Comment upon Rajan's leadership ability?	**07**
Q.2	**(a)**	"Delegation of authority is the key to organisation". Discuss	**07**
	(b)	Difference between recruitment and selection. Describe the steps involved in the selection process.	**07**
		OR	
	(b)	Distinguish between formal and informal organisation.	**07**
Q.3	**(a)**	"Managers at all levels requires some competence in each of the technical, human and conceptual skills, albeit with difference in emphasis". Analyse this statement with suitable examples from your work experience.	**07**
	(b)	Define Social Responsibility Of Business.	**07**
		OR	
Q.3	**(a)**	Distinguish between Management and Administration. How far is this distinction justified in your opinion?	**07**
	(b)	Briefly describe the general principles of management as laid down by Henri Fayol.	**07**
Q.4	**(a)**	Define 'Management by Objective' and give its features .What are the steps involved in Management by objective process.	**07**
	(b)	Discuss the process of decision making? Is decision-making a rational process.	**07**
		OR	
Q.4	**(a)**	What is the nature and purpose of planning?	**07**
	(b)	Distinguish between Strategy and Policy.	**07**
Q.5	**(a)**	"Just as planning, controlling should also be a dominantly forward –looking function." To what extent is it possible?	**07**
	(b)	"The essence of control is action". Comment	**07**
		OR	
Q.5	**(a)**	Why global awareness is must for today's manager.	**07**
	(b)	Discuss in brief – The Budget as Control Technique.	**07**

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