Seat No.:	Enrolment No.
Seat No	Linonnent No.

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER-I • EXAMINATION – SUMMER • 2014

Subject Code: 2810005 Subject Name: Principles of Management (PM)			Date: 28-05-2014	
		3.30 pm - 17.30 pm Total	Total Marks: 70	
	1. 2.	Attempt all questions. Make suitable assumptions wherever necessary. Figures to the right indicate full marks.		
Q.1	(a) (b)	•	07 07	
Q.2	(a) (b)		ning. 07	
	(b)	Clarify the concept of BCG matrix with example.	07	
Q.3	(a) (b)		07 07	
Q.3	(a) (b)	What are the sources of recruitment?	07 07	
Q.4	(a) (b)		07 07	
Q.4	(a) (b)	Write a short note on the training methods for managers.	ors 07	
Q.5	(a) (b)		07 07	
Q.5	(a) (b)	How do organizations go international?	07 07	
