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GUJARAT TECHNOLOGICAL UNIVERSITY MBA - SEMESTER-I • EXAMINATION – SUMMER • 2015

Subject Code: 810006 Date: 10-06-2015 **Subject Name: Principles of Management (POM)** Time: 02:30 pm to 05:30 pm **Total Marks: 70 Instructions:** 1. Attempt all questions. Make suitable assumptions wherever necessary. 3. Figures to the right indicate full marks. Q.1 Write a Short Note on Contribution by F.W. Taylor in Management (a) 07 Explain the difference between Recruitment and Selection. Describe the **(b)** Selection Process in organizations. **07** What is BCG Matrix? How can it be helpful for organizations? **07 Q.2** (a) Write a Short Note on Fiedler's Approach to Leadership. **07 (b)** OR **(b)** What are the functions of Managers? Explain them in detail. **07 Q.3** (a) Define Authority and Power. Which are the sources of Power? 07 **(b)** Write a Short Note on importance and process of MBO. **07** OR Define Ethics and Social Responsibility. What is Common Morality? 0.3 07 (a) Which are the types of Plans? What is Strategic Planning? **07 (b)** Explain in detail Maslow's Need Hierarchy Theory. 07 **Q.4** (a) **(b)** Explain the Importance of Communication in Management. **07** OR Write a Short note on the 7 S Model. **07** 0.4 (a) Which are the types of Organizational Structures? Explain the Matrix **(b)** organization structure with appropriate diagram. **07** What is Delegation? What are the barriers of effective delegation? 07 Q.5 (a) Write a Short note on "Force Field Analysis" **(b) 07** OR Explain the Role of Budgeting as a Control Technique. **07 Q.5** (a) Is Management an Art or Science or Both? Explain the difference between **(b)** Administration and Management. **07**
