Seat No.: Enrolment GUJARAT TECHNOLOGICAL UNIVER		t No	
SEMESTER- 1 EXAMINATION - WINTER 2012			
Subject code: 2810005			Date: 10/01/2013
Subject Name: Principles of Management			
Time: 14:30 – 17:30			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)	Explain levels of management alongwith managerial skills required at all the levels	07
	(b)	Explain Frederick Taylor's contribution towards management theory	07
Q.2		Explain steps involved in the controlling process	07
	(b)	What is forecasting. Explain qualitative methods of forecasting	07
	<i>-</i> .	OR	
	(b)	Explain steps involved in selection procedure	07
Q.3	(a)	Explain combined base matrix structure alongwith advantages and disadvantages	07
	(b)	•	07
Q.3	(a)	example	07
	(b)	Write a brief note on globalization	07
Q.4	(a)	Explain business ethics and corporate governance	07
	(b)	Define Directing. Explain any one theory of motivation as a requirement of directing	07
Q.4	(a)	OR Explain budgeting as a control technique in detail	07
V. 4	(a) (b)		07

07 07

(a) Explain standing plans in detail(b) Differentiate formal v/s informal organization

making decision.

management theory

OR

(a) Explain decision making process in detail and give insights into certainty ,risk and uncertainty dimensions while

(b) Explain system's approach towards development of 07

Q.5

Q.5

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