Soot N	Io ·	Enrolment No.		
		GUJARAT TECHNOLOGICAL UNIVERSITY		
G-1-	4 -	SEMESTER- 1 EXAMINATION – WINTER 2012	01/2012	
			: 10/01/2012	
		Name: Principles of Management		
			al Marks: 70	
Instr	uctio	ons:		
	1.	Attempt all questions.		
		Make suitable assumptions wherever necessary.		
	<b>3.</b>	Figures to the right indicate full marks.		
Q.1	(a) (b)	Elaborate on Fredrick Taylors contribution to management.  Define ethics and social responsibility. What are the different tools of ethics?	07 07	
Q.2	(a) (b)	Define planning and explain the various steps involved in planning. Elaborate on the methods and techniques of forecasting.  OR	07 07	
	<b>(b)</b>	Clarify the concept of BCG matrix with example.	07	
Q.3	(a)	What are the principles of organization.	07	
	<b>(b)</b>	Elaborate on the decision making process.  OR	07	
<b>Q.3</b>	(a)	Differentiate between authority and power.	07	
	<b>(b)</b>	Elaborate on the steps in the selection process.	07	
Q.4	(a)	Write a detailed note on liberalization and globalization	07	
	<b>(b)</b>	Explain the concept of systems view of innovation <b>OR</b>	07	
Q.4	(a)	Write a short note on the training methods for managers.	07	

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'Just as planning, controlling should also be a dominantly forward-

(b) Describe how organizations are dealing with work-life balance issues.

(a) Elaborate on Hofstede's five dimensions of national culture.

Elaborate on the basic steps in the control process

looking function'. Comment on the statement

(a) How do organizations go international?

Q.5

Q.5

**(b)** 

**(b)** 

**07** 

**07** 

**07** 

**07** 

**07** 

**70**