GUJARAT TECHNOLOGICAL UNIVERSITY MBA - SEMESTER-I • EXAMINATION – WINTER 2013

$\mathbf{WIDA} \cdot \mathbf{SEWIES} \mathbf{I} \mathbf{E} \mathbf{K} - \mathbf{I} \cdot \mathbf{E} \mathbf{A} \mathbf{WIIIINA} \mathbf{I} \mathbf{I} \mathbf{O} \mathbf{N} - \mathbf{WIII} \mathbf{I} \mathbf{E} \mathbf{K} 2013$			
Subj	ect (Code: 2810005 Date: 02-01-2	014
Subject Name: Principles of Management (PM)			
Time: 10.30 am – 01.30 pm Total Marks:			: 70
Instructions:			
		Attempt all questions.	
		Make suitable assumptions wherever necessary.	
	3.	Figures to the right indicate full marks.	
Q.1	(a)	Give a brief account of the contribution of management though made	07
Q.1	(a)	by Elton Mayo.	07
	(b)	• •	07
	(0)	What is social addit. What are its advantages.	07
Q.2	(a)	"Planning is the essence of management, it is a managerial function."	07
C	. ,	Elucidate.	
	(b)	Distinguish between: structure and process.	07
		OR	
	(b)	Explain system approach to management.	07
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Q.3	(a)	"Authority is an all inclusive principle of management from which all	07
	(b)	other principles are derived." Do you agree? Give your reasons.	07
	(b)	What is forecasting? Discuss any two techniques of forecasting. OR	07
Q.3	(a)	-	07
Q	(b)		07
	(~)		01
Q.4	(a)	"Leadership is situational." Do you agree with the statement?	07
	(b)	Write short note on : 360 degree appraisal	07
		OR	
Q.4	(a)	• •	07
		sides of an elevator." Explain this statement with effective leadership	
	/ = \	dynamics in management process.	~-
	(b)		07
		I. Empowerment	
		II. Contingency approach	
Q.5	(a)	Explain budgetary technique. Describe any tow of them in detail.	07
~ ~~	(b)		07
	(~)	techniques useful to management. Explain it with suitable example.	
		OR	
Q.5	(a)	Information technology plays vital role in modern management.	07
		Examine the statement in detail.	
	(b)	Which are traditional techniques of controlling in management?	07
