GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER-I • EXAMINATION - WINTER 2013

Subject Code: 810006 Date: 02-01-2		Code: 810006 Date: 02-01-2013	
	•	t Name: Principles of Management (POM) 10.30 am – 01.30 pm Total Marks: 70	
	tructio 1. 2.	ons: Attempt all questions.	
Q.1	(a) (b)	 What is management? Is it an 'art' or 'science'? Give your views. Differentiate between efficiency and effectiveness. Explain various managerial roles explained by Henry Mintzberg and in what way those roles will change as change in each managerial level? 	04 03 07
Q.2	(a) (b)	What is MBO? Discuss important elements for successful implementation of MBO concept. Define planning premises. Discuss various steps involved in planning process. OR	07 07
	(b)	What do you mean by "Bounded rationality"? Explain rational decision making process in detail.	07
Q.3	(a)	Differentiate between: 1. Formal organization vs. Informal organization	07
	(b)	2. Centralization vs. Decentralization How "Recruitment" & "Selection" is differing from each other. Explain various sources of recruitment.	07
Q.3	(a) (b)	OR Differentiate between line manager and staff manager. Why conflicts may arise between these two types of authority managers? Discuss various steps involved in selection process.	07 07
Q.4	(a)	Explain Herzberg's two factor theory of motivation. Also write down its implications for manager.	07
	(b)	What is communication? Explain communication process in detail. OR	07
Q.4	(a) (b)	Write down process of controlling in detail. Discuss Fielder's theory of leadership.	07 07
Q.5	(a)	Define Globalization. Is globalization desirable? What are the merits and	07
	(b)	demerits of globalization? "Budget is a controlling technique" – Discuss. OR	07
Q.5	(a)	Explain relevance of Henry Fayol's principles of management in today's corporate world.	07
	(b)	What is meant by responsibility centers? Discuss various responsibility centers and discuss how they can be used in the controlling process?	07
