

**GUJARAT TECHNOLOGICAL UNIVERSITY****ME - SEMESTER– II (Old course)• REMEDIAL EXAMINATION – SUMMER 2015****Subject Code: 1720001****Date:11/05/2015****Subject Name: Principles of Management****Time: 02:30 pm to 5:00 pm****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 the traditional management. Also differentiate between traditional and scientific management. **07**
- (b) Explain various schools of management thought. **07**
- Q.2** (a) Discuss the contribution of Elton Mayo to the field of management. **07**
- (b) What is departmentation? Explain the patterns of departmentation. **07**
- OR**
- (b) Define organization. Explain matrix organization structure with advantages and limitations. **07**
- Q.3** (a) Define conflict. Differentiate between collaboration and avoidance method of conflict management. **07**
- (b) Explain the concept of management by objectives (MBO) with diagram. State its benefits and limitations. **07**
- OR**
- Q.3** (a) Decision making is said to be the primary function of management. Explain the statement. Also discuss the process of decision making in the management of an enterprise. **07**
- (b) Define supply chain. Explain the concept of supply chain management. **07**
- Q.4** (a) Express your thoughts on importance of ethics in management. **07**
- (b) Distinguish the following: **07**
- (i) Major and Minor Decisions
  - (ii) Policy and Operating Decisions
  - (iii) Routine and Strategic Decisions
  - (iv) Organizational and Personal Decisions
  - (v) Decision under Certainty and Uncertainty.
- OR**
- Q.4** (a) Describe the effect of multiculturalism in management. **07**
- (b) How does the leadership style affect the performance of team? Explain. **07**
- Q.5** (a) Define multinational corporation. Give advantages and challenges of MNCs. **07**
- (b) Define: CMM, CMMI and PCMM. Explain CMM in detail. **07**
- OR**
- Q.5** (a) Describe Intellectual Property Rights (IPR) and cyber laws. **07**
- (b) Write short note on: **07**
- (i) Whistle Blowing
  - (ii) Trust is the basis for change management.

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