Seat N	o.:	Enrolment No GUJARAT TECHNOLOGICAL UNIVERSITY M.E –II st SEMESTER–EXAMINATION – JULY- 2012	
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Subject Name: Principles of Management Time: 10:30 am – 13:00 pm Total Marks: 70 Instructions:			
	Mak	empt all questions. The suitable assumptions wherever necessary. The res to the right indicate full marks.	
Q.1	(a)	Explain the concept of Management by Objective (MBO) with diagram. State its benefits and limitations.	07
	(b)	Discuss the scientific management approach to the management process.	07
Q.2	(a)	With reference to 'planning' function of management, explain goals and objectives, plans and policies.	07
	(b)	'Conflict results in destructive and damaging outcomes'- express your views on the statement.	07
	(b)	OR Define conflict. Differentiate between the collaboration and avoidance method of conflict management.	07
Q.3	(a) (b)	Define supply chain. Explain the concept of supply chain management. Define organization. Explain matrix organization structure with advantages and limitations.	07 07
		OR	
Q.3	(a)	organization structure affects performance of the organization.	
	(b)	What is the importance of IPR in creating competitiveness of organization?	07
Q.4	(a)	How does employee welfare help improving organizational performance? State various employee welfare measures.	07
	(b)	Discuss the contribution of Elton Mayo to the field of management. OR	07
Q.4 Q.4	(a) (b)	Express your thoughts on importance of ethics in management. What is the importance of team building? Describe the steps for building good teams.	07 07
Q.5	(a)	State the advantages of information technology in development of management	07
	(b)	system. What do you understand by multiculturalism of organization? Discuss its pros and cons.	07

(a) Explain the process and importance of staffing function.(b) Write a short note on importance of quality management system.

Q.5

OR

07 07