Seat No.: _____ Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY

M. E. - SEMESTER – II • EXAMINATION – WINTER 2012

Subject code: 1720001 **Date: 28-12-2012**

Subject Name: Principles of Management

Time: 10.30 am – 01.00 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)**	What do you mean by "scientific management"? Discuss the contribution of F. W. Taylor in modern management?	**07**
	(b)	Discuss the need and scope of management.	**07**
Q.2	**(a)**	Explain the concept and nature of planning. Also discuss the steps involved in planning process.	**07**
	(b)	Explain Maslow's theory of need hierarchy and explain its managerial implications.	**07**
		OR	
	(b)	What do you mean by MBO? Discuss its usefulness and limitations.	**07**
Q.3	**(a)**	Discuss the directing and controlling functions of management.	**07**
	(b)	Which are the different types of organizations? Discuss in brief the Line and staff structure of organizations. Also state their applications.	**07**
		OR	
Q.3	**(a)**	What do you mean by centralized and decentralized organizations? Discuss their merits and demerits.	**07**
	(b)	What do you mean by new form of organizations? Discuss their applicability in modern era.	**07**
Q.4	**(a)**	What are formal and informal groups? Briefly discuss the theory of group formation.	**07**
	(b)	What do you mean by Knowledge worker? What is the role of knowledge worker in the 21st century?	**07**
		OR	
Q.4	**(a)**	Define decision making. Discuss the process of decision making.	**07**
Q.4	**(b)**	Explain change management and technology management.	**07**
Q.5	**(a)**	What is the role of ethics in business? Discuss its relationship with social responsibility.	**07**
	(b)	Discuss six sigma concepts in context of quality standards with suitable example.	**07**
		OR	
Q.5	**(a)**	Discuss the management of organizational change and innovation.	**07**
	(b)	Write note on conflict management.	**07**

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