GUJARAT TECHNOLOGICAL UNIVERSITY M. E SEMESTER – II· EXAMINATION – WINTER • 2013Subject code: 1720001Date: 21-12-2013Subject Name: Principles of ManagementDate: 21-12-2013Time: 10.30 am – 01.00 pmTotal Marks: 70Instructions:1. Attempt all questions.1. Attempt all questions.2. Make suitable assumptions wherever necessary.3. Figures to the right indicate full marks.			
Q.1	(a) (b)	Define Management. Explain various functions of management. Explain the theory of Human Needs as advocated by Maslow and explain its managerial implications.	07 07
Q.2	(a) (b)	How are management, administration and organization different? Explain. State and discuss any seven principles of management given by Henry Fayol.	07 07
	(b)	OR What is conflict? What are its reasons? How it can be resolved?	07
Q.3	(a) (b)	Explain 'goals', 'objectives', 'plans' and 'policies' with reference to planning function of management. What is leadership? State the characteristics of a successful leader.	07 07
Q.3	(a) (b)	OR	07 07 07
Q.4	(a) (b)	Explain the role and responsibilities of a manager. Explain the importance of employee welfare in building a strong organization. OR	07 07
Q.4 Q.4	(a) (b)	Write a brief note on quality management. Discuss the fundamental principles of scientific management.	07 07
Q.5	(a) (b)	Explain the role of supply chain management in organizational growth. Explain briefly the concepts of 'Six Sigma' and ''Change Management'. OR	07 07
Q.5	(a) (b)	Explain social responsibility of an organization. What is its importance? Which are various types of organizations? Explain 'Project Type Structure' of organization, with its application.	07 07
