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Seat No.:	Enrolment No.
Deat 110	EHIOHICHUNO.

GUJARAT TECHNOLOGICAL UNIVERSITY

		M. E SEMESTER - II · EAAMINATION - WINTER · 2014	
	•	code: 1720001 Date: 29-11-2014	
Sul	oject	Name: Principles of Management	
Tir	ne: 0	2:30 pm - 05:00 pm Total Marks: 70	
Ins	struc	ctions:	
	1.	Attempt all questions.	
		Make suitable assumptions wherever necessary.	
	3.	Figures to the right indicate full marks.	
Q.1	(a)	Describe different functions of management. Explain the relevance of these functions in different levels of management?	07
	(b)	Explain briefly different schools of management thought. Discuss the contributions of Elton Mayo to evolution of management.	07
Q.2	(a)	What do you understand by Management by Objective (MBO)? Discuss the importance and limitations of planning in organizations.	07
	(b)	What are the different types of organization structures? Explain any three of them with organization chart.	07
		OR	
	(b)	What are the essentials of effective control system? Explain the basic steps in the control process. Give the details of the control techniques used in organizations.	07
Q.3	(a)	Explain the major components that determine group performance. Discuss the process of turning groups into effective teams.	07
	(b)	Discuss the characteristics of effective teams. Describe the most common types of teams. What are the challenges in managing the teams? OR	07
Q.3	(a)	What are the causes and consequences of inter-group conflict? Describe briefly the traditional view and the modern view of conflict management.	07
	(b)	Describe the reasons and effects of employee stress. Discuss effective stress management initiatives in organizations.	07
Q.4	(a)	Describe the steps involved in the decision making process. Discuss the assumptions of rational decision making.	07
	(b)	Discuss different types of decisions and explain how biases affect decision making.	07
		OR	
Q.4	` '	Discuss the following modern management approaches in detail: (i) Knowledge management and (ii) Change management.	07
	(b)	Write a short note on process and project quality standards.	07
Q.5	(a)	What is corporate social responsibility? Describe the social responsibility of business (i) towards the consumer and (ii) towards the employees.	07
	(b)	What is ethics? Discuss the relevance of ethics in contemporary business. OR	07
Q.5	` ′	Write a short note on inventing and re-inventing organization. Describe the strategies to be adopted and the challenges, in managing organizational change and innovation.	07 07
