GUJARAT TECHNOLOGICAL UNIVERSITY MBA (AM) - SEMESTER- III EXAMINATION – SUMMER 2016

	•		Date: 11/05/2016	
Subject Name: Management Principles Time: 2:30 PM TO 5:30 PM Total Marks Instructions:			: 70	
		Attempt all questions. Make suitable assumptions wherever necessary. Figures to the right indicate full marks.		
Q.1	(a)	Define and explain the term Management. What are the main functions a	07	
	(b)	Manager performs? What are the objectives of Planning? Explain the steps involved in Planning Process.	07	
Q.2	(a) (b)	Discuss the thought contribution of Fayol's Principals of Management. Differentiate between Global, International / Multinational and Domestic Organization.	07 07	
		OR		
	(b)	"While certain aspects of management make it a science, certain others which involve application of skill make it an art" – Explain this statement.	07	
Q.3	(a) (b)	What is motivation? Explain the Herzberg two factor theory in detail. What is decentralization? Explain advantages and limitation of decentralization in detail.	07 07	
		OR		
Q.3	(a) (b)	Briefly describe role of managers by Henry Mintzberg. What is leadership? Explain the various leadership styles.	07 07	
Q.4	(a) (b)	Explain F W Taylor's Principals of scientific management. State the difference between authority and power with example. OR	07 07	
Q.4	(a) (b)	Write a detailed note on Management by Objectives. Define Decision Making and explain its process with the help of one example.	07 07	
Q.5	(a)	What is globalization? Which is the environment aspects related to business that a manager is expected to consider in global management?	07	
	(b)	Explain the Techniques of Controlling with suitable examples. OR	07	
Q.5	(a)	Define and differentiate Creativity and Innovation. What steps can be taken to improve both the concepts in an organization.	07	
	(b)	Explain: (1) Risk Management (2) Total Quality Management	07	
