Seat No.:	Enrolment No.

## GUJARAT TECHNOLOGICAL UNIVERSITY MAM - SEMESTER- III • EXAMINATION - SUMMER 2015

Subject Code: 4130502 Date: 08/12/2015 **Subject Name: Management Principles** Time: 10.30 AM TO 01.30 PM **Total Marks: 70 Instructions:** 1. Attempt all questions. 2. Make suitable assumptions wherever necessary. 3. Figures to the right indicate full marks. (a) 'Managerial Skills required at different levels of management are bound to 07 0.1 differ' – Justify the statement. Explain Frederick Taylor's contribution towards management theory. 07 0.2 Define Planning and elaborate upon various types of plan. 07 'Management is a combination of Art, Science & Profession'- Justify the 07 statement. OR **(b)** Define and differentiate the concepts of delegation and decentralization. 07 **Q.3** 'Selection of right candidate for a right job is very much essential' – justify the **07** statement by highlighting the importance of staffing in organization. Define Organization. Elaborate different types of organizations. 07 **(b)** 0.3 Define directing and write a brief idea about various tools used for directing. 07 (a) Elucidate managerial role described by Mintzberg. 07 What is controlling? Explain the process of controlling by giving relevant 0.4 (a) 07 examples. **(b)** Define motivation and explain Maslow's theory of Motivation. **07** Differentiate Leader and Manager. Explain various leadership styles. 07 **Q.4** (a) Explain MBO and enlist pros and cons of using MBO in organization. **(b)** 07 Q.5 (a) Elaborate the different global practices of Management. 07 **(b)** Define and differentiate: (1) Creativity (2) Innovation 07 OR Global awareness is significant for today's Manager – Express your opinion. **Q.5** 07 (a) **(b)** Define Forecasting. Explain the process of forecasting. **07** 

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