

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA Semester –I Examination Dec'11- Jan'12

Subject code: 2810005

Date: 05/01/2012

Subject Name: Principles of Management (POM)

Time: 10.30 am – 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.**

Q.1 (a) Arvind Malhotra has a position on the corporate planning staff of a large company in a high technology industry. Although he has spent most of his time on long-range, strategic planning for the company, he has been appointed to a task force to reorganize the company. The President and the Board of Directors are concerned that they are losing their competitive position because of an outdated organization structure. Being a planning expert, Arvind convinced the task force that they should proceed by first determining exactly what type of structure they have now, then determining what environment the company faces, now and in future and then designing the structure. In the first phase, they discovered that the organization is currently structured along classical bureaucratic lines. In the second phase, they found that they are competing in a highly dynamic, rapidly growing and uncertain environment, which required a great deal of flexibility and response to change.

Based on the above facts, answer the following questions:

- a) What type of organization design do you feel this task force should recommend in third and final phase of their assignment? **07**
 - b) Explain how systems and contingency theories of management can each contribute in the present situation? **07**
- Q.2 (a)** Examine the important features of Bureaucratic administration and describe its dysfunctional consequences. **07**
- (b)** “While certain aspects of management make it a science, certain others which involve application of skill make it an art” Comment. **07**
- (a) OR**
- Explain the importance of Business Ethics. What are the tools of ethics? **07**
- (b)** Discuss the contribution of Human Relations Movement in development of management thought. **07**
- Q.3 (a)** Why is Planning important? What are the various steps involved in planning? **07**
- (b)** Write a detailed note on Management by Objectives **07**
- OR**
- Q.3 (a)** Write a detailed note on Forecasting. **07**
- (b)** Administration essentially is a decision making process” Elucidate the statement. **07**
- Q.4 (a)** What is meant by Departmentalization? Explain various types of **07**

- Departmentalization.
- (b) Explain Line, Staff and functional authority **07**
- OR**
- Q.4** (a) What do you understand by “Span of Management”? How is this taken into account in organization structure? **07**
- (b) Write a note on Managerial Effectiveness. **07**
- Q.5** (a) What are the essentials of an effective control system? **07**
- (b) Evaluate Budget as a technique of control. **07**
- OR**
- Q.5** (a) Write a note on Global Theory of management. **07**
- (b) What is meant by Direct and Preventive control? **07**
