

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA - SEMESTER-I • EXAMINATION – WINTER 2013****Subject Code: 810006****Date: 02-01-2013****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) 1. What is management? Is it an 'art' or 'science'? Give your views. **04**
 2. Differentiate between efficiency and effectiveness. **03**
 (b) Explain various managerial roles explained by Henry Mintzberg and in what way those roles will change as change in each managerial level? **07**
- Q.2** (a) What is MBO? Discuss important elements for successful implementation of MBO concept. **07**
 (b) Define planning premises. Discuss various steps involved in planning process. **07**
- OR**
- (b) What do you mean by "Bounded rationality"? Explain rational decision making process in detail. **07**
- Q.3** (a) Differentiate between: 1. Formal organization vs. Informal organization **07**
 2. Centralization vs. Decentralization
 (b) How "Recruitment" & "Selection" is differing from each other. Explain various sources of recruitment. **07**
- OR**
- Q.3** (a) Differentiate between line manager and staff manager. Why conflicts may arise between these two types of authority managers? **07**
 (b) Discuss various steps involved in selection process. **07**
- Q.4** (a) Explain Herzberg's two factor theory of motivation. Also write down its implications for manager. **07**
 (b) What is communication? Explain communication process in detail. **07**
- OR**
- Q.4** (a) Write down process of controlling in detail. **07**
 (b) Discuss Fielder's theory of leadership. **07**
- Q.5** (a) Define Globalization. Is globalization desirable? What are the merits and demerits of globalization? **07**
 (b) "Budget is a controlling technique" – Discuss. **07**
- OR**
- Q.5** (a) Explain relevance of Henry Fayol's principles of management in today's corporate world. **07**
 (b) What is meant by responsibility centers? Discuss various responsibility centers and discuss how they can be used in the controlling process? **07**
