

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

# GUJARAT TECHNOLOGICAL UNIVERSITY

M.E Sem-II Examination July 2010

Subject code: 720001

Subject Name: Principles of Management

Date: 03 / 07 / 2010

Time: 11.00am – 1.30pm

Total Marks: 60

## Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q.1 (a) What is meant by managerial functions? How are they different from organizational functions? 06

(b) Explain the concept of “scientific management” as proposed by F.W.Taylor. Explain any three principles given by Taylor. 06

Q.2 (a) What is departmentation? Explain the patterns of departmentation. 06

(b) What are various essential roles and skills that the managers are expected to possess? 06

OR

(b) Define conflict. What are the root-causes of a conflict? Briefly explain them. 06

Q.3 (a) Define the term “group”. Briefly explain different types of groups. 06

(b) Define ‘decision making’. Differentiate between programmed and non-programmed decisions. 06

OR

Q.3 (a) Explain the stepwise process of organizational decision making. 06

(b) How do leadership styles affect the performance of team? Explain. 06

Q.4 (a) Define organization structure. Discuss the process of “organizing”. 06

(b) Define, explain and compare amongst productivity, effectiveness and efficiency in the context of organizational performance. 06

OR

Q.4 (a) What do you understand by “stressors”? Name some important stressors at workplaces. 06

(b) Explain how the available information technology helps improving quality management practices in the organization. 06

Q.5 (a) Define “ethics”. Recommend the “ethical code of conduct” for a technical education institute. 06

(b) Define supply chain management (SCM). How does SCM help improve competitiveness of the organization? 06

OR

Q.5 (a) What responsibilities should the business and managers deliver towards society? Explain using an illustration of any organization you know. 06

(b) Explain the activities covered under “employee welfare”. How does this help improve organizational performance? 06

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