

GUJARAT TECHNOLOGICAL UNIVERSITY**BE – SEMESTER- V EXAMINATION-SUMMER 2023****Subject Code: 3151103****Date: 03/07/2023****Subject Name: Principles of Management****Time: 02:30 PM TO 05:00 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Simple and non-programmable scientific calculators are allowed.

		MARKS
Q.1	(a) Differentiate between management and administration.	03
	(b) List and explain objectives of Management.	04
	(c) What is Planning? Explain its Importance with Processes.	07
Q.2	(a) “Management is Art or Science or Profession” – Discuss the statement.	03
	(b) Discuss Abraham Maslow’s hierarchy of need theory.	04
	(c) Compare the systems approach and the contingency approach.	07
	OR	
	(c) Write down the techniques of scientific management.	07
Q.3	(a) Discuss the role of Budgeting as a Control Technique.	03
	(b) Why concept of culture is so important for organizational environment?	04
	(c) What do you understand by “Span of Management”? How is this taken into account in organization structure?	07
	OR	
Q.3	(a) “A good leader is not necessarily a good manager”. Justify the statement.	03
	(b) State advantages of centralization.	04
	(c) Define staffing and explain its nature in management.	07
Q.4	(a) Define Motivation. Explain it in detail.	03
	(b) Explain various types of Departmentalization.	04
	(c) Differentiate between formal organization and informal organization.	07
	OR	
Q.4	(a) Define Leadership. Explain it in detail.	03
	(b) What is Break Even Analysis? How it is used as controlling tool in management?	04
	(c) What is line and staff organization? State the advantages and disadvantage of line and staff organization.	07
Q.5	(a) Explain the importance of Business Ethics.	03
	(b) What are the attributes of culture?	04
	(c) What is Corporate social responsibility? State its importance in details.	07
	OR	
Q.5	(a) Explain the Importance of Reporting.	03
	(b) Discuss the limitation of Planning.	04
	(c) How the different stock holders of business can contribute to Corporate social responsibility?	07
