

GUJARAT TECHNOLOGICAL UNIVERSITY**BE - SEMESTER-V(NEW) EXAMINATION – SUMMER 2022****Subject Code:3151103****Date:07/06/2022****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) Define management and list out its objectives.	03
	(b) Define motivation and discuss its types.	04
	(c) What do you mean by level of management? Briefly describe the different level of management.	07
Q.2	(a) Write limitations of behavioural approach.	03
	(b) Management is a science – Justify the statement	04
	(c) Comments on system and contingency approach of management	07
	OR	
	(c) Write the importance of controlling in management.	07
Q.3	(a) “A good leader is not necessarily a good manager “-justify the statement.	03
	(b) What do you understand by leadership? Discuss the importance of leadership for a manager.	04
	(c) Describe in detail Maslow’s hierarchy need with diagram	07
	OR	
Q.3	(a) Discuss the role of Budgeting as a Control Technique	03
	(b) Explain the process of staffing	04
	(c) Why is Planning important? What are the various steps involved in planning?	07
Q.4	(a) Define the term “organization”. Give its characteristics	03
	(b) What is meant by Departmentalization? Explain various types of Departmentalization	04
	(c) What do you understand by “Span of Management”? How is this taken into account in organization structure?	07
	OR	
Q.4	(a) Differentiate between centralization and decentralization organization.	03
	(b) Describe matrix organization. What are its advantages and disadvantages	04
	(c) What is line and staff organization? State the advantages and disadvantage of line and staff organization.	07
Q.5	(a) Define organization culture.	03
	(b) Which are the key elements in organization structure?	04
	(c) Discuss the impact of a strong culture on organization and managers	07
	OR	
Q.5	(a) Explain importance of corporate social responsibility.	03
	(b) What is the meaning of business ethics? Write down its importance in Organization.	04
	(c) Describe how individual and organization can contribute to improving ethical conduct in the work setting.	07
