

**GUJARAT TECHNOLOGICAL UNIVERSITY****BE- SEMESTER-V (NEW) EXAMINATION – WINTER 2020****Subject Code:3151103****Date:29/01/2021****Subject Name:Principles of Management****Time:10:30 AM TO 12:30 PM****Total Marks: 56****Instructions:**

1. Attempt any FOUR questions out of EIGHT questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** (a) Differentiate between management and administration. **03**  
(b) Management is a science – Justify the statement. **04**  
(c) Write down the levels of management. Explain the role and responsibility of manager in each level. **07**
- Q.2** (a) Compare the systems approach and the contingency approach. **03**  
(b) Discuss Abraham Maslow’s hierarchy of need theory. **04**  
(c) Explain the principles of scientific management. **07**
- Q.3** (a) What is an organizational culture? What are its characteristics? **03**  
(b) How does culture affect managers and employees? **04**  
(c) Explain Herzberg’s two factor theory of motivation. Also write down its implications for manager. **07**
- Q.4** (a) Discuss the role of Budgeting as a Control Technique. **03**  
(b) “A good leader is not necessarily a good manager”- Justify the statement. **04**  
(c) List down techniques of scientific management and explain any of two techniques in brief. **07**
- Q.5** (a) Why staffing is an important process in management? **03**  
(b) What are the focus and goals of organizational behaviour? **04**  
(c) Discuss the limitation of Planning. **07**
- Q.6** (a) Which are the key elements in organization structure? **03**  
(b) Give difference between line organization structure and staff organization structure. **04**  
(c) Write down importance of Controlling in management. **07**
- Q.7** (a) List advantages of Centralized organization structure. **03**  
(b) What is span of control? Write down its types. **04**  
(c) Write down disadvantages of formal organization. **07**
- Q.8** (a) Explain importance of corporate social responsibility. **03**  
(b) What is the meaning of business ethics? Write down its importance in organization. **04**  
(c) How the different stock holders of business can contribute to Corporate social responsibility? **07**