

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

B.E. Sem-IV Examination June- 2010

Subject code: 140002

Subject Name: MANAGEMENT-I

Date: 16 / 06 / 2010

Time: 10.30 am – 01.00 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) Management is a specialty in dealing with matters of time and human relationship: Justify 07
(b) List 14 points guideline for manager of Deming 07
- Q.2 (a) Discuss systems approach of management 07
(b) How ethics and social responsibility play role in management? 07
- OR**
- (b) What is the major task of the manager according to the contingency approach? 07
- Q.3 (a) Which of Fayol's principles of management do you observe in use in organization today? 07
(b) What are the important steps in the process of organizing? 07
- OR**
- Q.3 (a) What is meant by departmentalization? List different types of departmentalization. 07
(b) Explain the contribution made by Gilberth 07
- Q.4 (a) Why are both vertical and horizontal dimensions important to organization structure and design? 07
(b) What type of skill would a manager need to effectively work in a matrix type of organization? Why? 07
- OR**
- Q.4 (a) Discuss Fredrick Taylor's element of scientific management 07
(b) Describe seven dimensions of organizational culture. 07
- Q.5 (a) Describe how culture is transmitted to employees. 07
(b) Discuss the elements of behavioral theory. 07
- OR**
- Q.5 (a) What factors affect the relative ease of managing organizational culture? 07
(b) Discuss factors that affect managerial ethics 07
