

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**
