

GUJARAT TECHNOLOGICAL UNIVERSITY**BE SEM-IV Examination-Nov/Dec-2011****Subject code: 140002****Date: 23/11/2011****Subject Name: Management - I****Time: 02.30 pm -5.00 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) 'Planning and Controlling are the twins of management.' Explain the statement. 07
- (b) Distinguish Theory X and Theory Y given by Douglas McGregor. 07
- Q.2** (a) What is Classical approach to management? Describe the contribution of F.W.Taylor in the development of scientific management. 07
- (b) "Management is not people; it is an activity like walking, reading, swimming or running. People who perform management can be designated as managers, members of management or executive leaders." – Justify the statement. 07
- OR**
- (b) Explain Mintzberg's managerial roles. 07
- Q.3** (a) What is Centralization? Which are the factors affecting centralization? 07
- (b) Write a note on internal and external environment in the context of organization culture. 07
- OR**
- Q.3** (a) Explain the concept of culture and its importance. How does culture affect the managers? 07
- (b) What is Organization Structure? Why are both vertical and horizontal dimensions important to organization structure and design? 07
- Q.4** (a) What is Functional Organization Structure? State its advantages and disadvantages. 07
- (b) Discuss the behavioral approach to management. Discuss the Hawthorne experiments in detail. 07
- OR**
- Q.4** (a) Define Organizational Culture. Explain the attributes of organizational culture. 07
- (b) Explain formal and informal groups. Explain the importance of informal Groups in the development of an organization. 07
- Q.5** (a) Define Corporate Social Responsibility and state its characteristics. Also state the evolution of corporate social responsibility. 07
- (b) Discuss the concept of ethics. What issues must a manager consider when applying ethics? 07
- OR**
- Q.5** (a) Write a note on Tall versus Flat Organization Structure. 07
- (b) Explain Maslow's Hierarchy of needs. 07