

**GUJARAT TECHNOLOGICAL UNIVERSITY****BE - SEMESTER– IV (Old) EXAMINATION – WINTER 2019****Subject Code: 140002****Date: 12/12/2019****Subject Name: Management-I****Time: 10:30 AM TO 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) Write short note on ‘contribution of Henri Foyal in management’. **07**  
 (b) Explain why efficiency and effectiveness are important to Management. Discuss the levels of Management. **07**
- Q.2** (a) Write a note on tall versus flat organization structure. **07**  
 (b) Define Management. Describe the functions of Management. **07**
- OR**
- (b) Define organization. Spell out important principles of organization. **07**
- Q.3** (a) Write your views with justification regarding “responsibility and authority creates the post” or “post creates the responsibility and authority”. **07**  
 (b) Write a note on ‘Tall’ v/s ‘Flat’ Organization Structure. **07**
- OR**
- Q.3** (a) Explain your view about organization. Write the merits and demerits of line and staff organization. **07**  
 (b) Write explanatory notes on different dimensions of organizational culture. **07**
- Q.4** (a) Who are stakeholders of an organization? Explain their interest in the organization. **07**  
 (b) Write a note on ‘Centralization’ v/s ‘Decentralization’. **07**
- OR**
- Q.4** (a) Discuss the organizational design challenges faced by managers in the present scenario. **07**  
 (b) What type of skills managers need to work effectively in a matrix type of organization and why? **07**
- Q.5** (a) How does the environment affect the managerial performance? **07**  
 (b) Write a short note on ‘Corporate Social Responsibilities’ of Organizations. **07**
- OR**
- Q.5** (a) Discuss the concept of ethics. What issues must a manager consider when applying ethics? **07**  
 (b) Define motivation. Explain theories of motivation. **07**

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