

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

BE - SEMESTER-IV(OLD) – EXAMINATION – SUMMER 2019

Subject Code:140002

Date:15/05/2019

Subject Name: Management-I

Time:02:30 PM TO 05:00 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) Explain: “Management is an art as well as Science”. **07**
(b) Define ‘Management’ and explain functions of management in brief. **07**
- Q.2** (a) Define Organisation and explain principles of organisation. **07**
(b) According to you, what are the skills a modern manager will require to run an organisation efficiently. **07**
- OR**
- (b) Explain different approaches to management. **07**
- Q.3** (a) Who are stakeholders of an organisation? Explain their interest in the organisation. **07**
(b) Define Organisational structure and explain any of two with merits and demerits. **07**
- OR**
- Q.3** (a) Explain Abraham Maslow’s theory of hierarchy of needs. **07**
(b) Difference between Formal and informal organisation. **07**
- Q.4** (a) Define Organisational Culture. Explain the attributes of Organisational culture. **07**
(b) What are effects of Corporate culture on managers and Employees? **07**
- OR**
- Q.4** (a) Explain ‘Span of Management’ in detail. **07**
(b) Difference between tall and flat organisation structure. **07**
- Q.5** (a) State and explain the myths about business ethics. **07**
(b) State the guidelines for managing ethics in workplace. **07**
- OR**
- Q.5** (a) Explain ‘Corporate Social Responsibility’ of Business. **07**
(b) ‘Good Planning is half work done’ justify. **07**
