

GUJARAT TECHNOLOGICAL UNIVERSITY**BE - SEMESTER-IV (OLD) EXAMINATION – WINTER 2018****Subject Code:140002****Date: 01/12/2018****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) Define Management and narrate its functions in brief **07**
(b) Define organization. explain important principles of organization. **07**
- Q.2** (a) Explain the contribution of Taylor to management history. **07**
(b) What do managers do according to manager types and levels? **07**
- OR**
- (b) What are the important steps in the process of organizing? **07**
- Q.3** (a) Explain centralization and decentralization of authority. Explain the advantages of decentralization of authority over centralization of authority. **07**
(b) Explain your view regarding departmentalization with its classification. **07**
- OR**
- Q.3** (a) Discuss about the tall and flat structure of organization. **07**
(b) Explain the structure, application, advantages and limitations of line organization. **07**
- Q.4** (a) What are the steps in the process of controlling? **07**
(b) Explain the structure, application, advantages and limitations of line & staff organization. **07**
- OR**
- Q.4** (a) Who are stakeholders of an organization? Explain their interest in the organization. **07**
(b) Write a short note on 'Corporate Social Responsibilities' of Organizations **07**
- Q.5** (a) Discuss the concept of ethics. What issues must a manager consider when applying ethics? **07**
(b) Define Organizational Culture. Explain the attributes of organizational culture. **07**
- OR**
- Q.5** (a) Write short note on MBO. **07**
(b) What are the parameters to measure the social responsibility of a business organization? **07**
