

C.U.SHAH UNIVERSITY

Winter Examination-2015

Subject Name : Principles of Management

Subject Code : 5MS01POM1

Branch : M.B.A.

Semester : 1

Date : 02/12/2015

Time : 10:30 To 1:30

Marks : 70

Instructions:

- (1) Use of Programmable calculator and any other electronic instrument is prohibited.
 - (2) Instructions written on main answer book are strictly to be obeyed.
 - (3) Draw neat diagrams and figures (if necessary) at right places.
 - (4) Assume suitable data if needed.
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SECTION – I

- Q-1 Attempt the Following questions (07)**
- a. Define Value. 02
 - b. What does MBO mean? 01
 - c. Define Decision Making 02
 - d. Explain the concept : Forecasting 02
- Q-2 Attempt all questions (14)**
- a. Define Ethics. Explain the tools of ethics 05
 - b. List and discuss the functions of management 05
 - c. Elaborate the Statement – “Management is both Art and Science” 04
- OR**
- Q-2 Attempt all questions (14)**
- a. Differentiate between Management and Administration 07
 - b. Discuss the management principles of Administrative Management Theory 07
- Q-3 Attempt all questions (14)**
- a. Discuss the skills and levels of management 05
 - b. Why planning is important? 05
 - c. Write a Short Note : Corporate Social Responsibility 04
- OR**
- Q-3 Attempt all questions (14)**
- a. List and explain the steps involved in Planning Process 07
 - b. Discuss the Henry Mintzberg’s Managerial Roles 07



SECTION – II

- Q-4 Attempt the Following questions (07)**
- a. Explain the concept : Delegation 02
 - b. What do you mean by Organization? 02
 - c. List the types of control 02
 - d. What does productivity mean? 01
- Q-5 Attempt all questions (14)**
- a. Explain the concept with suitable example : Centralization and Decentralization 05
 - b. Discuss the requirement of Effective control 05
 - c. Write a Note : Line and Staff authority 04
- OR**
- Q-5 Attempt all questions (14)**
- a. What do you mean by Resistance to Control? How organization can overcome the resistance to control 07
 - b. Discuss the steps involved in Selection Process 07
- Q-6 Attempt all questions (14)**
- a. Define Direction. Discuss the scope of Directing 05
 - b. How Budget can be used as controlling technique? 05
 - c. Write a Note : Departmentalization 04
- OR**
- Q-6 Attempt all Questions**
- a. Discuss in details about the steps involved in Controlling Process 07
 - b. Differentiate between Centralization and Decentralization 07

