

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
MBA, Winter 2018 - 19 Examination

Semester: 1
Subject Code: 06200102
Subject Name: Principles of Management

Date: 24/10/2018
Time: 10:30am to 1:00pm
Total Marks: 60

Instructions

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1 Do as Directed.**A). Multiple choice type questions/Fill in the blanks.****(05)**

1. The leader of an organization performs _____, as per Mintzberg.
 - a) An Interpersonal role
 - b) An Informational role
 - c) A Decisional role
 - d) All of the given options
2. The people who work under the first line managers are often called by all of the following names EXCEPT:
 - a) Non managers
 - b) Supervisors
 - c) Skilled workers
 - d) Semi skilled workers
3. _____ are large scale action plans of an organization for interacting with environment in order to achieve long term goals.
 - a) Objectives
 - b) Strategic Goals
 - c) Strategies
 - d) Actions
4. When the CEO was speaking at the manager's meeting, which of the following roles was being performed?
 - a) figurehead
 - b) entrepreneur
 - c) resource allocator
 - d) disseminator
5. Which of the following is not a criterion that can be used in determining if a business qualifies as a small business?
 - a) profits
 - b) sales
 - c) total assets
 - d) number of employees

B). Define the following.**(05)**

1. Technical skills
2. Directing
3. Master budget
4. Effectiveness
5. Conglomerate diversification

C). Direct questions.**(05)**

1. What is 360 degree performance appraisal?
2. How can you make an effective delegation?
3. What is red ocean strategy?
4. What is Feed forward controls?
5. What is an authority?

Q.2 Answer the following questions.

A). What are the assumptions of theory X and theory Y. State your reasons for agreeing or disagreeing with these assumptions. What are misunderstanding of these theories? **(07)**

B). Explain the strategic planning process along with suitable example. **(08)**

Q.3 Answer the following questions.

A). Being an efficient HR manager, how do you select "a right man at the right job"? **(07)**

B). Choose any one company of your choice and apply Porter's Five Forces Model. **(08)**

Q.4 Attempt any **two** questions.

(15)

1. As a general manager, How can you establish an effective control system for your department and company? Give your suggestions.
2. Why are Zero base budgets so widely preferable by organizations?
3. What form of organizational structure is best suited to a custom-made product produced in a stable environment? A mass-produced product in an unstable environment?
4. “While certain aspects of management make it a science, certain others which involve application of skill make it an art” Comment.