

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
MBA, Summer 2017 - 18 Examination

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

Date: 05/06/2018
Time: 10:30 am to 1:00 pm
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. (Each of 1 mark)****(05)**

1. When we classify managers according to their level in the organization they are described as _____.
 a) Functional, staff and line managers c) High level and lower level managers
 b) Top managers, middle managers and supervisors d) General managers and administrative managers
2. Frederick Taylor and Frank and Lillian Gilbreth were advocates of an approach to management involving the use of scientific method, known as:
 a) The quantitative approach. c) Scientific management.
 b) Management science. d) The contingency approach.
3. Organization structure primarily refers to
 a) how activities are coordinated and controlled c) the location of departments and office space
 b) how resources are allocated d) the policy statements developed by the firm
4. Strategic planning as a broad concept consists of _____.
 a) corporate strategy and business c) inputs and outputs
 b) strategy formulation and strategy implementation d) environmental analysis and internal analysis
5. Mr. A is a Manager on XYZ company; he has a reputation for being an open and honest person and understands how to motivate employees and customers, he said to have good _____ skills.
 a) Sales c) Interpersonal
 b) Political d) Technical

B). Define the following. (Each of 1 mark)**(05)**

1. Management as a process
2. Contingency approach
3. Single use plans
4. Decentralization
5. Conceptual skills

C). Direct questions. (Each of 1 mark)**(05)**

1. List out various tools of Ethics.
2. What is Vision and Mission?
3. What is a formal and informal organization?
4. Which are characteristics of information?
5. State the controlling process.

Q.2 Answer the following questions.**A). Explain Human Resource Management process in Organization in detail.****(07)****B). What is management? Discuss various Thought contribution of Henri Fayol's Principals of Management.****(08)****Q.3 Answer the following questions.****A). Apply Five forces model concept for Food Industry in India.****(07)****B). What is Budget? Explain types of budgets along with suitable examples.****(08)**

Q.4 Attempt any two questions. (Each of 7.5 mark)

(15)

1. Select any one company of your choice and apply various steps involved in planning.
2. Discuss different requirements for effective control in Organization.
3. Describe management process in detail along with one Company or Industry of your choice.
4. Explain Four segments of BCG matrix along with suitable examples.