

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
IMBA winter 2019 - 20 Examination

Semester:3
Subject Code: 06200102
Subject Name: Principles of Management

Date:12/12/2019
Time:02:00 pm to 04:30 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. 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
2. 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
3. Strategic planning as a broad concept consists of

a) corporate strategy and business strategy	c) inputs and outputs
b) strategy formulation and strategy implementation	d) environmental analysis and internal analysis
4. When the CEO was speaking at the manager's meeting, which of the following roles was being performed?

a) figurehead	c) resource allocator
b) entrepreneur	d) disseminator
5. The people who work under the first line managers are often called by all of the following names EXCEPT:

a) Non managers	c) Skilled workers
b) Supervisors	d) Semi skilled workers

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

1. Decentralization
2. Management as a process
3. Vision statement
4. Mission statement
5. Master budget

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

1. What is Single use plans?
2. What is Conceptual skills?
3. List out various tools of Ethics.
4. What is an authority?
5. What is a formal and informal organization?

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. **(07)**
- (B).** “While certain aspects of management make it a science, certain others which involve application of skill make it an art” Comment. **(08)**

Q.3 Answer the following questions.

A). Explain Human Resource Management process in Organization. **(07)**

B). Why are Zero base budgets so widely preferable by organizations? **(08)**

Q.4 Attempt any two questions. (Each of 7.5 mark) **(15)**

1. What is management? Discuss various Thought contribution of Henri Fayol's Principals of Management.

2. Apply Five forces model concept for Mobile Industry in India.

3. Discuss different requirements for effective control in Organization.

4. Select any one company of your choice and apply various steps involved in planning.