

**PARUL UNIVERSITY**  
**FACULTY OF MANAGEMENT**  
**IMBA Summer 2018 – 19 Examination**

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

**Date: 18/05/2019**  
**Time: 02:00pm To 04:30pm**  
**Total Marks: 60**

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**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. \_\_\_\_\_symbolizing the organization’s mission and what it is seeking to achieve.  
a)Figurehead  
b)Liaison  
c)Leader  
d) None of the above
2. Company can be defined as “an artificial person having an independent legal entity and a perpetual succession with a distinctive name and a common seal having common capital divided into share of fixed values which are transferable and carry limited liability.”  
a) False  
b) Can’t Say  
c)True  
d) None of the above
- 3 “Plans that focus on the broad future of the organization and incorporate both external environmental demands and internal resources into managers’ actions.” Is known as \_\_\_\_\_  
a) Tactical  
b)Strategic  
c) Operational  
d)None of the above
4. “It is the oldest type of organisation in use in which authority flows from the men at the top to the lowest man vertically” is known as \_\_\_\_\_  
a) Line organization  
b) Functional Organization  
c) Divisional Organization  
d)Matrix Organisation
5. “A written description of a non-management job, covering titles, duties, and responsibilities, and including its location on the organization” is known as \_\_\_\_\_  
a) Position Description  
b)Job Description  
c) Job specification  
d) none of the above

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

1. First line managers
2. Ethics
3. Values
4. Hierarchy
5. Centralization

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

1. What are the functions of management?
2. Give an example of CSR of your choice.
3. What is Strategic Plan?
4. What is Division of work?
5. List down various Elements of Delegation.

**Q.2 Answer the following questions.****A).Explain the difference between management and administration with suitable examples.****(07)****B).Explain Henry Fayol’s 14 principles in brief.****(08)****Q.3 Answer the following questions.****A).Explain planning process with suitable example.****(07)****B).Explain strategic management process in detail.****(08)**

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

**(15)**

1. Explain various principles of organization in brief.
2. Explain HRM Process in detail.
3. Explain the steps involved in the selection process in brief.
4. Explain various methods used in performance appraisal.