

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA Integrated/ BBA-SEMESTER-I-EXAMINATION-SUMMER-2025

Subject Code: BB01001011

Date: 29-05-2025

Subject Name: Principles and Practices of Management

Time: 02:30 PM TO 05:30 PM

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

Q. No.	Question Text and Description	Marks
	Define Following	14
	(a) Management is an Art	
	(b) Management as Science	
Q.1	(c) Management as Profession	
	(d) Figurehead Role	
	(e) Scalar Chain	
	(f) Positive Motivation with example	
	(g) Negative motivation with example	
Q.2	(a) Define Management. Explain Process of Management that must be followed in every organization.	07
		07
	(b) Explain Principles of Management given by Henri Fayol as revolutionary Administrative theory.	
OR		
		07
	(b) Explain how many skills are required in Managers at the top, middle & bottom levels?	
Q.3	(a) Explain why Planning is important in any of the company? Explain various types of Plans.	07
	(b) Give idea of Different type of organization structure with diagrams. (any of three types of structure with its pros & cons)	07

OR

- Q.3 (a)** Controlling is very important for effective utilization of resources. Explain this statement with Five step Controlling process. **07**
- (b)** Define Directing. Define Supervision- Explain Key differences between directing & supervision. **07**
- Q.4 (a)** Give meaning of staffing. Explain why Manpower Planning, Recruitment & Training is important? **07**
- (b)** Explain Systems theory & Contingency theories of Management. **07**
- OR**
- Q.4 (a)** Describe Maslow's hierarchy of needs as theory of Motivation. **07**
- (b)** Define Leadership. Suggest various Leadership styles which should be followed by a manager in the organization. **07**
- Q.5 (a)** Explain McGregor's Theory X & Theory Y in detail. **07**
- (b)** Describe Corporate Social Responsibility. Explain CSR towards Shareholders, Employees, Customers, Creditors, Suppliers, Government. **07**
- OR**
- Q.5 (a)** Explain Strategic Management with Strategic Decisions and SWOT Analysis. **07**
- (b)** Explain Communication. Describe Process of communication in detail. **07**

GUJARAT TECHNOLOGICAL UNIVERSITY
BBA/MBA INTEGRATED-SEMESTER-I-EXAMINATION-WINTER-2024

Subject Code: BB01001011**Date: 31/12/2024****Subject Name: Principles and Practices of Management****Time: 10:30 AM TO 01:30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

Q. No.	Question Text and Description	Marks
Q.1	Definitions / terms (a) Span of Management (b) Communication (c) MBO (d) Intrinsic motivation (e) Reinforcement (f) Semantic Barriers (g) Direction	14
Q.2	(a) Define Management. Explain the Functions of Management. (b) "Managers at all levels requires some competence in each of the technical, human and conceptual skills, albeit with difference in emphasis". Analyse this statement with suitable examples.	07 07
OR		
	(b) Explain the management thought of Administrative School.	07
Q.3	(a) What is Staffing? Explain the Functions of staffing. (b) Explain the different types of planning.	07 07
OR		
Q.3	(a) Define planning and explain the steps involved in Planning? (b) Discuss the process of decision making? Is decision-making a rational process.	07 07
Q.4	(a) Define Controlling. Explain the process of controlling.	07

(b) Discuss the significance and Elements of Strategic Management 07

OR

Q.4 (a) Compare directing and Supervision. How can Supervision be made more effective? 07

(b) What is Co-ordination? Explain its importance in organization 07

Q.5 (a) What do you mean by Leadership? Explain in details different theories of it. 07

(b) “In Indian Organizations, the Social Responsibility is more in theory than in practice.” Do you agree with this statement? Explain 07

OR

(a) What is managerial grid as provided by Blake and Mouton? What are the various leadership styles in the grid. 07

(b) Explain the similarities and dissimilarities of Maslow’s and Herzberg’s theory of Motivation. 07

Enrollment No./Seat No.:

GUJARAT TECHNOLOGICAL UNIVERSITY
BBA/MBA INTEGRATED - SEMESTER - I EXAMINATION - WINTER 2025

Subject Code: BB01001011

Date: 09-12-2025

Subject Name: Principles and Practices of Management

Time: 10:30 AM to 01:30 PM

Total Marks: 70

Instructions

- 1. Attempt all questions.**
- 2. Make suitable assumptions wherever necessary.**
- 3. Figures to the right indicate full marks.**
- 4. USE of SIMPLE calculators AND non-programmable scientific calculators are permitted.**

	Marks
Q.1 ALL 7 Questions must be Compulsory.	14
(a) Define management and mention any one of its features.	
(b) Write any two roles of a manager.	
(c) State any two types of plans.	
(d) What is Management by Objectives?	
(e) Define direction in management.	
(f) Who is a supervisor? Write any two functions of supervision.	
(g) What is SWOT analysis? Mention its full form.	
Q.2 (a) Evaluate management as a science, an art, and a profession.	07
(b) Analyze how management functions help in the success of a startup like Zomato or Swiggy.	07
OR	
(b) Suggest how a mid-level manager can apply the principles of systems theory to improve team performance.	07
Q.3 (a) Define planning. Explain its characteristics and importance.	07
(b) Prepare a sample MBO plan for a college department or small enterprise.	07
OR	
(a) Explain different types of organizational structures with examples.	07
(b) Examine how span of management affects organizational efficiency using a real or hypothetical example.	07
Q.4 (a) Define direction and explain its principles.	07
(b) Discuss how coordination helps avoid conflicts among departments in an organization.	07

OR

- (a) Discuss the different types and techniques of coordination. 07
- (b) Develop a control process for monitoring employee performance in a small business. 07
- Q.5** (a) Define leadership and describe the various leadership styles. 07
- (b) Explain with examples how businesses fulfill their social responsibility toward different stakeholders. 07

OR

- (a) Define social responsibility and discuss its importance for modern business organizations. 07
- (b) Conduct a SWOT analysis for any Indian company and suggest a suitable strategy. 07
