

P P SAVANI UNIVERSITY

First Semester of MBA Examination
December 2022

SLMB7060 Principles of Management

20.12.2022, Tuesday

Time: 09:00 a.m. To 11:30 a.m.

Maximum Marks: 60

Instructions:

1. The question paper comprises of two sections.
2. Make suitable assumptions and draw neat figures wherever required.
3. Use of scientific calculator is allowed.

SECTION - I

Q - 1	MCQ/Short Question/Fill in the Blanks (Any Five)	[05]	CO	BTL
(i)	Define communication		1	1
(ii)	What do you mean by controlling?		2	1
(iii)	Write down steps in controlling.		1	2
(iv)	What do you mean by leadership style?		1	1
(v)	Define: Change		1	2
(vi)	Which one of the following approaches is adopted in studding management? a. Profession b. Science c. Process d. Art		2	1
(vii)	What is the concept of morale?		1	2
Q - 2	Construct planning process for S.K Masala new product "chat Masala"	[10]	3	6

OR

Q - 2 (a)	Who can be an entrepreneur? How different entrepreneurship is from traditional business.	[05]	4	5
Q - 2 (b)	What do you mean by management role? What are the various roles that mangers perform in an organization?	[05]	2	4
Q - 3	"MBO is more control oriented" - Discuss	[10]	3	3

OR

Q - 3 (a)	Write a note on feedback control	[05]	2	3
Q - 3 (b)	Illustrate feed forward control	[05]	3	4
Q - 4	Attempt any one.	[05]		
(i)	Discuss communication Process		3	2
(ii)	What do you mean by organization structure? How does basic structure of an organization differ from its operating mechanism?		1	1

SECTION - II

Q - 1	MCQ/Short Question/Fill in the Blanks (Any Five)	[05]		
(i)	Define virtual organization		1	1
(ii)	Full form of ERG is _____		2	2
(iii)	What is control		2	1
(iv)	List down functions of management		1	2
(v)	What is ethics		1	1
(vi)	Describe value system		1	2
Q - 2	Critically Evaluate Herzberg Theory of Motivation	[10]	3	5

OR

- Q - 2 (a) Free form organization structure gives freedom and responsibility both - Discuss. [05] 4 4
- Q - 2 (b) How contingency theory of leadership works? [05] 3 3
- Q - 3 Majority MNCs follows Matrix structure of organization structure- why [10] 4 4

OR

- Q - 3 (a) What are barriers of communication? [05] 2 3
- Q - 3 (b) Differentiate formal v/s informal communication [05] 2 3
- Q - 4 Case Study [05] 3 6

Samsung India is subsidiary company of Samsung korea, wanted to launch new Samsung s22 fe in India, but faced problem that in India some smart phone companies were not launching latest smart phones at same point of time they launch in other part of the world, due to transition of technological generation Samsung India had doubt whether to launch Samsung s22 fe in India with global launch or not?

You are requested to suggest the better decision considering all facts and also discuss advantage of your decision.

CO : Course Outcome Number

BTL : Blooms Taxonomy Level

Level of Bloom's Revised Taxonomy in Assessment

1: Remember	2: Understand	3: Apply
4: Analyze	5: Evaluate	6: Create