

**GUJARAT NATIONAL LAW UNIVERSITY
GANDHINAGAR**
Course: **Business Organization and Management**
Semester-I (Batch: 2015-20)

End Semester Examination: Oct-Nov. 2015

Date: 29th October, 2015

Duration: 3 hours

Max. Marks: 50

Instructions:

- Read the questions properly and write the answers in the given answer book.
- The respective marks for each question are indicated in-line.
- Do not write anything on the question paper.
- Indicate correct question numbers in front of the answers.
- No questions or clarifications can be sought during the exam period, answer as it is, giving reason, if any.

Answer the following question.

Marks

- | | | |
|-----|--|--------------|
| Q.1 | Define <i>any five</i> of the following terms. | (5x2
=10) |
| | (a) Line authority | |
| | (b) <i>Esprit de corps</i> as a Fayol's Management Principle | |
| | (c) Vertical integration | |
| | (d) Cost focus as a competitive strategy | |
| | (e) Entrepreneurial Ecosystem | |
| | (f) Span of Control | |
| Q.2 | Answer <i>any two</i> of the following questions in detail. | (2x5
=10) |
| | (a) How do relationships, roles and rewards impact the founding team formation? | |
| | (b) What do you understand by project organization? Explain the circumstances in which it is most suitable. | |
| | (c) Explain Porter's Generic Competitive Strategies. | |
| Q.3 | Answer <i>any two</i> of the following questions in detail. | (2x5
=10) |
| | (a) Distinguish between hygiene factors and motivation factors. Explain the significance of Herzberg's theory of motivation in practical management. | |
| | (b) Comment on the statement 'Leadership is situational'. | |
| | (c) Discuss the nature and process of managerial control. | |
| Q.4 | Answer the following questions in detail. | (2x5
=10) |
| | (a) Explain different types of leaderships and their influences on followers. | |
| | (b) "Business and ethics do not gel well." Do you agree with the statement? Explain with suitable illustration. | |
| Q.5 | Sketch out a detailed Business Plan for starting a theme based restaurant in the city of Gandhinagar. | (10) |

