

[31]

Sardar Patel University
Vallabh Vidyanagar

M.B.A Semester-I Examination – March-April 2008

Fundamentals of Management-CC101

Date: 31-03-08

Time: 03:00 to 06:00PM

Total Marks: 60.

Instructions: (1) Figures on right indicate marks for the question.
(2) Explain giving proper examples.

1. Explain rational decision-making model in light of 'bounded rationality' and 'heuristics' concepts. (12)
2. What is Total Quality Management? Explain main five ideas on which TQM is based. (12)
3. Explain Potter's Five-Force model of corporate strategy. Do you think that this model can be useful for all types of organizations- small, medium and big? Discuss. (12)
4. Describe the importance of effective communication to a manager. Explain the factors influencing organizational communication. (12)
5. Write Short Notes on any **TWO**. (12)
 - (i) Leadership Styles
 - (ii) Expectancy theory of Motivation
 - (iv) Authority as the sources of power

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