

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY**BE- SEMESTER-V (NEW) EXAMINATION – WINTER 2020****Subject Code:3153510****Date:03/02/2021****Subject Name:Professional Skill Development****Time:10:30 AM TO 12:30 PM****Total Marks: 56****Instructions:**

1. Attempt any FOUR questions out of EIGHT questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

			Marks
Q.1	(a)	Define Management.	03
	(b)	Explain the components of Attitude.	04
	(c)	Explain Maslow's hierarchy of needs.	07
Q.2	(a)	Explain any two features of the nature of Management.	03
	(b)	What is the difference between Emotional Labor & Emotional Intelligence?	04
	(c)	Explain 5 stages in Tuckman's theory of group dynamics	07
Q.3	(a)	Explain the skills of a good Manager.	03
	(b)	Explain the LMX theory.	04
	(c)	What is market segmentation? Explain different methods.	07
Q.4	(a)	Explain Likert scale.	03
	(b)	Explain the 4Ps of Marketing.	04
	(c)	Explain principles of scientific management by Frederick Taylor.	07
Q.5	(a)	Why is time management important in professional and personal life?	03
	(b)	Explain different types of leaderships.	04
	(c)	Explain the big five personality model.	07
Q.6	(a)	Explain the differences between Entrepreneur & Manager.	03
	(b)	Explain Herzberg's two factor theory of needs.	04
	(c)	Explain Henry Fayol's principles of management	07
Q.7	(a)	What is Thurstone scale?	03
	(b)	Explain the sources of power in an organization.	04
	(c)	Explain Mc Clelland's Theory of Motivation.	07
Q.8	(a)	Why is impression management important in an organization?	03
	(b)	Explain the concept of Entrepreneurship.	04
	(c)	Explain Johari window as a tool for behavioral study.	07