

**GUJARAT TECHNOLOGICAL UNIVERSITY****BE - SEMESTER-V (NEW) EXAMINATION – WINTER 2021****Subject Code:3153510****Date:20/12/2021****Subject Name:Professional Skill Development****Time:02:30 PM TO 05:00 PM****Total Marks: 70****Instructions:**

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

		Marks
<b>Q.1</b>	(a) What are the different roles of a manager?	<b>03</b>
	(b) What is demand forecasting?	<b>04</b>
	(c) Explain Maslow's hierarchy of needs.	<b>07</b>
<b>Q.2</b>	(a) What are the sources of power in an organization?	<b>03</b>
	(b) What is the difference between Emotional Labor & Emotional Intelligence?	<b>04</b>
	(c) Explain the big five personality model.	<b>07</b>
<b>OR</b>		
	(c) Explain principles of scientific management by Frederick Taylor.	<b>07</b>
<b>Q.3</b>	(a) Why is impression management important in an organization?	<b>03</b>
	(b) Explain the Path Goal theory.	<b>04</b>
	(c) What is market segmentation? Explain different methods.	<b>07</b>
<b>OR</b>		
<b>Q.3</b>	(a) Explain any two features of the nature of Management.	<b>03</b>
	(b) Explain the 4Ps of Marketing.	<b>04</b>
	(c) Explain 5 stages in Tuckman's theory of group dynamics	<b>07</b>
<b>Q.4</b>	(a) Why is time management important in professional and personal life?	<b>03</b>
	(b) Explain different types of leaderships.	<b>04</b>
	(c) Explain techniques of group decision making.	<b>07</b>
<b>OR</b>		
<b>Q.4</b>	(a) How is a manager different from an entrepreneur?	<b>03</b>
	(b) Explain XY theory of Mc Gregor.	<b>04</b>
	(c) Explain Henry Fayol's principles of management	<b>07</b>

- Q.5** (a) What is Thurstone scale? **03**
- (b) Why is team building important in an organization? **04**
- (c) Explain Johari window as a tool for behavioral study. **07**
- OR**
- Q.5** (a) What are the characteristics of attitudes? **03**
- (b) Explain the role of Entrepreneurship in economic development. **04**
- (c) Explain Mc Clelland's Theory of Motivation. **07**