

GUJARAT TECHNOLOGICAL UNIVERSITY**BE - SEMESTER-V (NEW) EXAMINATION – WINTER 2022****Subject Code:3153510****Date:13-01-2023****Subject Name:Professional Skill Development****Time:10:30 AM TO 01:00 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
Q.1 (a) What are the different roles of a manager?	03
(b) Explain the Path Goal theory.	04
(c) What is market segmentation? Explain different types.	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 the big five personality model.	07
OR	
(c) Explain principles of scientific management by Frederick Taylor.	07
Q.3 (a) Why is impression management important in an organization?	03
(b) What is demand forecasting?	04
(c) Explain Maslow's hierarchy of needs.	07
OR	
Q.3 (a) What are the sources of power in an organization?	03
(b) Explain the 4Ps of Marketing.	04
(c) Explain 5 stages in Tuckman's theory of group dynamics	07
Q.4 (a) Why is time management important in professional and personal life?	03
(b) Explain different types of leaderships.	04
(c) Explain techniques of group decision making.	07
OR	
Q.4 (a) How is a manager different from an entrepreneur?	03
(b) Explain Herzberg's two factor theory of needs.	04
(c) Explain Henry Fayol's principles of management	07
Q.5 (a) What is Thurstone scale?	03
(b) Why is team building important?	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
