

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA SEMESTER- IV - EXAMINATION-SUMMER-2024

Subject Code: 4549298

Date: 01/05/2024

Subject Name: Leadership

Time: 10:30 AM TO 01:30 PM

Total Marks: 70

Instructions:

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

- | | | | |
|------------|----------------|--|-----------|
| Q.1 | Define: | | 14 |
| | | a) Moral Justification | |
| | | b) Locus of Control | |
| | | c) Social Awareness | |
| | | d) Motivation | |
| | | e) Referent Power | |
| | | f) Reinforcement | |
| | | g) Coercive Power | |
| Q.2 | (a) | What is Leadership? Distinguish between Leader and Manager. | 07 |
| Q.2 | (b) | Discuss the interpersonal role of leadership. | 07 |
| | | OR | |
| Q.2 | (b) | Are leaders born or made, and can leadership skills be developed? Discuss. | 07 |
| Q.3 | (a) | What is LMX theory? Explain strengths and drawbacks of LMX theory. | 07 |
| | (b) | Define Negotiation and Discuss the process of Negotiation. | 07 |
| | | OR | |
| Q.3 | (a) | Should a leader have a dominant need for achievement to be successful? Why or why not? | 07 |
| | (b) | What is the difference between functional and dysfunctional conflict, and how does each affect performance? | 07 |
| Q.4 | (a) | Define conflict and discuss the various methods of Conflict Management. | 07 |
| | (b) | Write a Note on Goal-Setting Theory. | 07 |
| | | OR | |
| Q.4 | (a) | What is Reinforcement? Discuss the various types of Reinforcement. | 07 |
| | (b) | How would you rate your relationship with your current or past boss? What will you do differently in the future to improve your relationship with your boss? | 07 |

Q.5 CASE STUDY

Advertising

Companies use oral, nonverbal, and written communications to advertise their products in order to increase sales. Selecting the best words to sell a product or service is important. However, some of the terms used in ads are misleading and even deceptive, although in some cases the words are legal.

For example, some companies use the word “natural” on foods that are highly processed, such as products including white sugar. So some question the use of the

term “natural.” Bags of chips are advertised as being “all natural,” which leads people to think they are healthy, when in fact others classify them as junk food. Because obesity has become such a major health problem, the Food and Drug Administration (FDA) obesity task force is trying to crack down on misleading labels and ads, and is calling for warnings and fines for violators.

- Q.5** **(a).** Is it ethical and socially responsible for food companies to use terms (like “natural”) that can be misleading to increase sales and profits? **(7)**
(b). Should companies use terms that are considered misleading by some but are not illegal? **(7)**

OR

- (a).** How would you define “natural”? **(7)**
(b). How should the FDA define “natural” so that it is not used to mislead people to buy food thinking that it is healthy, when in fact it is not? **(7)**
