

CBCS Scheme

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15MA51

Fifth Semester B.E. Degree Examination, Dec.2017/Jan.2018 Management and Entrepreneurship

Time: 3 hrs.

Max. Marks: 80

Note: Answer any FIVE full questions, choosing one full question from each module.

Module-1

- 1 a. Explain various functions of management. (08 Marks)
b. What are the modern management approaches? (08 Marks)

OR

- 2 a. Discuss clearly the essential functions of entrepreneur. (08 Marks)
b. Explain various stages in entrepreneurial process. (06 Marks)
c. Differentiate between entrepreneur and intrapreneur. (02 Marks)

Module-2

- 3 a. What is planning? Discuss the importance and purpose of planning process. (10 Marks)
b. Explain hierarchy of planning. Give suitable example. (06 Marks)

OR

- 4 a. Define the term organization. Discuss various types of organization. (08 Marks)
b. Briefly discuss various principles of organization. (08 Marks)

Module-3

- 5 a. Discuss the importance of staffing. (06 Marks)
b. What do you mean by MBO and MBE? (02 Marks)
c. What is recruitment? Explain various sources of recruitment. (08 Marks)

OR

- 6 a. What are the different styles of leadership? (06 Marks)
b. State and explain the steps in controlling. Explain the methods of establishing a sound control system. (10 Marks)

Module-4

- 7 a. Explain the essential characteristics of SSI. (08 Marks)
b. Discuss the impact of liberalization on SSI. (08 Marks)

OR

- 8 a. Write a note on WTO and its impact on small scale industries in India. (08 Marks)
b. Explain clearly the government support for SSI during 5 year plans. (08 Marks)

Module-5

- 9 a. Explain the importance of project identification. (06 Marks)
b. Explain network analysis. What are the various techniques use for network analysis? (10 Marks)

OR

- 10 a. List out various contents of a project report. (05 Marks)
b. Write notes on: i) Project appraisal ii) Market feasibility study
iii) Financial feasibility study (11 Marks)

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Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.