



# CBCS SCHEME

15AU51

## Fifth Semester B.E. Degree Examination, Aug./Sept.2020 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. Define Management and explain the functional areas of Management. (08 Marks)  
b. Bring out the differences between Management and Administration. (04 Marks)  
c. Comment on the true nature of management. Is it an art or science? (04 Marks)

OR

- 2 a. Briefly explain the steps involved in planning. (08 Marks)  
b. What are the limitations of Planning? (04 Marks)  
c. Mention various types of diversions and brief the same. (04 Marks)

### Module-2

- 3 a. List out different types of organization and briefly explain a matrix organization. (07 Marks)  
b. Explain the importance of Staffing. (04 Marks)  
c. Discuss in detail the various sources of recruitment. (05 Marks)

OR

- 4 a. Discuss the five important principles or requirements for effective direction. (06 Marks)  
b. What are the essentials of a sound control system? Explain. (08 Marks)  
c. Mention various techniques or coordination. (02 Marks)

### Module-3

- 5 a. Describe the primary functions of an Entrepreneur. (08 Marks)  
b. Discuss the stages involved in Entrepreneurial process. (08 Marks)

OR

- 6 a. How are entrepreneurs classified? Explain. (06 Marks)  
b. Differentiate between Entrepreneurs and Intrapreneurs. (04 Marks)  
c. Discuss the economic factors which affect the growth of an entrepreneur (problems faced by entrepreneurs). (06 Marks)

### Module-4

- 7 a. What is the role of Small Scale Industries (SSI) in economic development? Discuss in detail. (08 Marks)  
b. Define and differentiate Ancillary Industry and Tiny Industry. (04 Marks)  
c. Mention the problems faced by SSI in India. (04 Marks)

OR

- 8 a. Name any six institutions established at central and state level to support business enterprises in India. What are the main purposes of setting up these institutions? (06 Marks)  
b. Write a brief note on : i) NSIC ii) KSFC. (06 Marks)  
c. Discuss the impact of globalization on Small Scale Industries (SSI). (04 Marks)

**Module-5**

- 9 a. Discuss eight distinct and sequential stages essential in the formulation of a project report. (08 Marks)  
b. Write a short note on feasibility study Viz. Marketing , Technical , Financial and Social. (08 Marks)
- OR**
- 10 a. Define and explain the meaning of partnership. (04 Marks)  
b. Highlight the characteristics of partnership and discuss the same. (08 Marks)  
c. Explain the features of sole proprietorship. (04 Marks)

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