



CBCS SCHEME

18EE51

Fifth Semester B.E. Degree Examination, Jan./Feb. 2021 Management and Entrepreneurship

Time: 3 hrs.

Max. Marks: 100

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

Module-1

- 1 a. Define Management. What is meant by "Management Process"? (05 Marks)
- b. Distinguish between management and administration. Comment on the nature of management. Is it science or an act? (05 Marks)
- c. What are the roles of a Manager? Explain. (10 Marks)

OR

- 2 a. What is planning? What are the steps involved in it? Explain the importance of planning. (06 Marks)
- b. Define vision, mission and values. What is the purpose of each? (04 Marks)
- c. What are limitations of planning? Give any five differences between strategies planning and tactical planning (10 Marks)

Module-2

- 3 a. Differentiate between recruitment and selection. Describe the steps involved in the selection process. (10 Marks)
- b. What is meant by departmentalization? List and explain different bases for departmentalization. (06 Marks)
- c. What are the importance steps in the process of organizing? (04 Marks)

OR

- 4 a. Give any four differences between a leader and a manager. (04 Marks)
- b. What are the important characteristics of leadership? (06 Marks)
- c. Explain Maslow's need hierarchy theory. How does it compare with two factor theory? (10 Marks)

Module-3

- 5 a. Define Entrepreneurship. Explain the entrepreneurial development process. (10 Marks)
- b. List and explain three entrepreneurial development models. (10 Marks)

OR

- 6 a. What is social audit? What are its benefits and limitations? (05 Marks)
- b. Write short notes on: (i) Business ethics (ii) Corporate governance. (05 Marks)
- c. Discuss the social responsibilities of business towards different groups. (10 Marks)

Module-4

- 7 a. Define SSI. What are the characteristics of SSI? (06 Marks)
- b. Define the following:
(i) Tiny unit (ii) Ancillary unit (iii) Export oriented Unit
(iv) Small Scale Service and Business Enterprises (SSSBs) (04 Marks)
- c. Explain the Exogeneous and Endogeneous factors causing sickness in SSI. (10 Marks)

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.

OR

- 8 a. List and explain all the services provided by SIDO. (10 Marks)
b. Write short notes on: (i) SFCs (ii) SSIDCs (10 Marks)

Module-5

- 9 a. What is project feasibility analysis? List and explain types of project feasibility analysis. (10 Marks)
b. What is the significance of a project report? List and explain the contents of a project report. (10 Marks)

OR

- 10 a. Discuss the concept and importance of network analysis. (06 Marks)
b. What are the steps involved in PERT? List its advantages and limitations. (08 Marks)
c. What is CPM? Explain. (06 Marks)

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