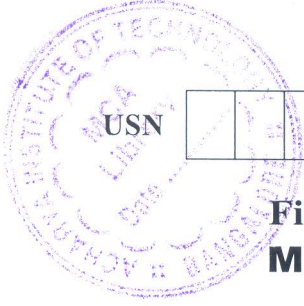


CBCS SCHEME



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17ES51

Fifth Semester B.E. Degree Examination, June/July 2023 Management Entrepreneurship Development

Time: 3 hrs.

Max. Marks: 100

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

Module-1

- 1 a. "Management is getting things done through others". Elaborate and explain the various functions of management. (08 Marks)
- b. Explain the managerial skills and roles of manager. (08 Marks)
- c. Distinguish between management and administration. (04 Marks)

OR

- 2 a. Define Planning. Explain the steps involved in rational decision making. (08 Marks)
- b. Explain the Hierarchy of organizational plans with a neat diagram. (08 Marks)
- c. Compare strategic planning and tactical planning. (04 Marks)

Module-2

- 3 a. Briefly explain the principles of organization. (08 Marks)
- b. List the advantages and disadvantages of committees in an organization. (06 Marks)
- c. List and explain the techniques in the selection process. (06 Marks)

OR

- 4 a. Explain Maslow's need hierarchy theory with a neat diagram. (08 Marks)
- b. Explain the three basic steps in control process. (06 Marks)
- c. Describe different leadership styles from authority point of view. (06 Marks)

Module-3

- 5 a. What is the meaning of social responsibility of business? Explain social responsibility of business towards different groups. (10 Marks)
- b. What is social audit? List the benefits and limitations of social audit. (06 Marks)
- c. Write a short note on business ethics. (04 Marks)

OR

- 6 a. Define the term entrepreneurship and explain the characteristics of successful entrepreneur. (10 Marks)
- b. Explain entrepreneurial development cycle. (06 Marks)
- c. List the problems faced by entrepreneurs. (04 Marks)

Module-4

- 7 a. Define small scale industry and explain the problems faced by small scale industries in India. (08 Marks)
- b. Explain any four roles of SSI in economic development. (08 Marks)
- c. Define Ancillary industry and tiny industry. (04 Marks)

OR

- 8 a. Summarize any two state level institutions that support small business enterprise. (10 Marks)
b. Explain the services provided by Small Industries Development Organization (SIDO). (10 Marks)

Module-5

- 9 a. Explain the steps in product planning and development of a new product with a neat diagram. (10 Marks)
b. Explain the classification of projects. (10 Marks)

OR

- 10 a. Explain the importance of network analysis. (10 Marks)
b. Explain steps in PERT and CPM. Mention its advantages and disadvantages. (10 Marks)

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