

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)
