

CBCS SCHEME

18AE/AS51

USN

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Fifth Semester B.E. Degree Examination, Dec.2023/Jan.2024 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. Explain what are the different functions of Management. (10 Marks)
b. Summarize different roles of a Manager. (10 Marks)

OR

- 2 a. Why Planning is essential? Elaborate on different steps involved in decision making. (10 Marks)
b. Differentiate between Management and Administration concerned to the following aspects :
i) Scope ii) Relation – Employer or Employee iii) Organization level
iv) Decision making v) Nature of function vi) Skill. (06 Marks)
c. What are the different levels of Management? Depict using a simple pyramid. (04 Marks)

Module-2

- 3 a. List and explain any ten principles of an Organization. (10 Marks)
b. With a schematic block diagram, explain
i) Functional organization ii) Grid organization. (10 Marks)

OR

- 4 a. Enumerate selection procedure in an organization and discuss each step very briefly. (10 Marks)
b. Explain the word 'Motivation' and discuss with a schematic diagram Maslow's 'Need for Hierarchy' theory of motivation. (10 Marks)

Module-3

- 5 a. Explain the meaning of Social responsibility. Discuss on social responsibilities of Business towards different groups. (10 Marks)
b. Quote different stages in the 'Entrepreneurial process' and discuss the same. (10 Marks)

OR

- 6 a. Define an Entrepreneur. Mention and explain any eight characteristics of a good entrepreneur. (10 Marks)
b. Differentiate between an 'Entrepreneur and Intrapreneur. (06 Marks)
c. Mention the role of an Entrepreneur in Economic development. (04 Marks)

Module-4

- 7 a. What is meant by an SSI? Discuss the role played by SSI in the Economic development of India. (10 Marks)
b. State and brief on the impact of Liberalization, Privatization and Globalization on the Small Scale Industry in India. (10 Marks)

OR

1 of 2

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.

- 8 a. Make a brief note on problems faced by SSI in India. (06 Marks)
 b. Define an Ancillary Industry and brief about the same. How it is different from a 'Tiny Industry'? (04 Marks)
 c. Mention the objectives and functions of the following institutions of support : (10 Marks)
 i) KSFC ii) DIC – Single Window System.

Module-5

- 9 a. Describe the sequential and distinct stages of a Project formulation. (10 Marks)
 b. What are the pre – requisites for a successful project implementation? (06 Marks)
 c. Define a Project Life Cycle and explain the same. (04 Marks)

OR

- 10 a. What are the steps involved in PERT Network Techniques? Mention its uses and demerits. (10 Marks)
 b. Construct a PERT chart for the following activity lists :

Activity	Description	Predecessor
0	Kick off Meeting	-
1	Identity market	-
2	Design site	-
3	Create content	-
4	Submit content	3
5	Edit content	3
6	Build site	2, 4
7	Develop marketing	1
8	Marketing push	7
9	Test site	6
10	SEO work	5
11	Launch	8, 9, 0

(10 Marks)
