

CBCS Scheme

USN

16R1SEEO59

15EE51

Fifth Semester B.E. Degree Examination, Dec.2017/Jan.2018

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. Distinguish between:
i) Management and administration (06 Marks)
ii) Management as science and management as art. (05 Marks)
b. What are managerial skills? How are they linked to levels of management? (05 Marks)
c. Explain briefly nature and characteristics of management. (05 Marks)

OR

- 2 a. Explain the importance and purpose of planning in a large organization. (06 Marks)
b. Name and explain various categories of standing plans and single-use plans. (06 Marks)
c. Write a chart depicting a typical decision making process in an organization and explain the need for decision making. (04 Marks)

Module-2

- 3 a. What is organizing? Explain the important steps in the process of organizing. (06 Marks)
b. Explain: (i) Decentralization of authority, (ii) Staffing. (06 Marks)
c. Explain briefly the process of recruitment in an organization. (04 Marks)

OR

- 4 a. Discuss leadership styles and role of a leader. (06 Marks)
b. Name and explain any two motivation theories. (06 Marks)
c. What is 'coordination'? What is the importance? What are the techniques? (04 Marks)

Module-3

- 5 a. Explain: (i) Social audit, (ii) Business ethics, (iii) Corporate governance, briefly. (06 Marks)
b. What is meant by 'social responsibilities of business towards different groups'? Explain with examples drawn from Indian business groups. (06 Marks)
c. Explain briefly the concept of entrepreneurship. (04 Marks)

OR

- 6 a. What is importance of 'entrepreneurship' to a nation? How to classify 'Entrepreneurs'? Explain. (06 Marks)
b. Explain few problems faced by entrepreneurs. How to overcome them? What are the myths about entrepreneurship? (06 Marks)
c. Explain: (i) Entrepreneurial development model (04 Marks)
(ii) Capacity building for entrepreneurship.

Module-4

- 7 a. Define ancillary and tiny industries and discuss the role of small scale industries in the development of nation like India. (06 Marks)
b. How government policies have developed growth of small scale industries sector on India? What is the impact of WTO/GATT on the sector? Explain. (06 Marks)
c. Discuss performance SSIs under the impact of Globalization. (04 Marks)

OR

- 8 a. Discuss the problems faced by small scale industries and the strategies to overcome them. (06 Marks)
- b. Discuss the policies of schemes of central-level institutions than support small sized or medium sized business enterprises. (06 Marks)
- c. Discuss state-level institutional supports to small scale industries sector. (04 Marks)

Module-5

- 9 a. Explain:
(i) Significance of project report (06 Marks)
(ii) Formulation of project report.
- b. Describe:
(i) Project identification and selection (06 Marks)
(ii) Project life cycle.
- c. Explain:
(i) Capital budgeting, (04 Marks)
(ii) Generating investment with reference to a project undertaken.

OR

- 10 a. Explain the importance of network analysis. (05 Marks)
- b. Discuss the different steps involved in PERT analysis. (05 Marks)
- c. Write about the differences between PERT and CPM and limitation of PERT and CPM. (06 Marks)
