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**CMR**  
**INSTITUTE OF**  
**TECHNOLOGY**

**USN**

Improvement Test, May 2017

|              |                                     |                  |              |                   |           |             |              |                |            |
|--------------|-------------------------------------|------------------|--------------|-------------------|-----------|-------------|--------------|----------------|------------|
| <u>Sub:</u>  | <b>MANAGEMENT AND ENTRENEURSHIP</b> |                  |              |                   |           |             | <u>Code:</u> | <b>10AL61</b>  |            |
| <u>Date:</u> | <u>30/05/2017</u>                   | <u>Duration:</u> | <u>90min</u> | <u>Max Marks:</u> | <u>50</u> | <u>Sem:</u> | <u>6</u>     | <u>Branch:</u> | <u>CSE</u> |

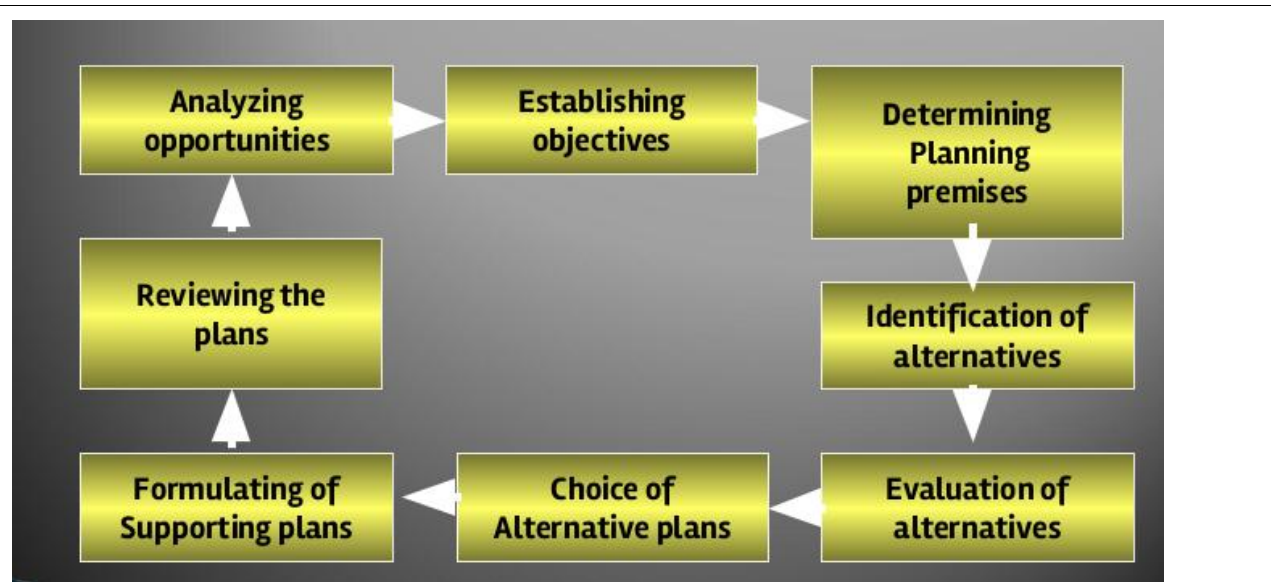
**Note: Answer to the point. Sketch figures wherever necessary.**

Answer any five of Q1 to Q6.

**Q1 a. Explain the steps in planning.**

[6]

1. Being aware of opportunities
2. Establishing objectives
3. Developing planning premises:
  - Internal and external premises
  - Tangible and Intangible premises
  - Controllable and Uncontrollable premises
4. Determination of alternative course
5. Evaluating the alternatives and selecting the best course of action
6. Formulating derivative plan
7. Monitoring and controlling the plan



**Q1 b.** Briefly explain the functional areas of management. [4]

There are 5 essential functions of Management –

1. Planning
2. Organizing
3. Staffing
4. Directing(Leading)
5. Controlling

**Q2 a.** What are the different types of organisation? [6]

5 Types of Organization (Page 36)

1. Line Organization
2. Functional or Staff Organization
3. Line and Staff Organization
4. Committee Organization
5. Matrix Organization

**Q2 b.** Discuss the methods of establishing control. [4]

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1. Personal Observation
2. Budgeting
3. Cost accounting and cost control

4. Break Even analysis
5. ROI
6. Responsibility accounting
7. Management, Internal and External Audit
8. Statistical control reports
9. Gantt milestone chart,
10. Production control
11. PERT and CPM

**Q3 a. Describe the following:**

**KSSIDC, SISI, KIADB and KSIMC**

[4]

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KSSIDC: Karnataka State small Industries Development Corporation

SISI: Small Industries Service Institutes

KIADB: KARNATAKA INDUSTRIAL AREA DEVELOPMENT BOARD

KSIMC: Karnataka Small Industries Marketing Corporation

**Q3 b. Name different types of entrepreneurs.**

[6]

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1. Type of Business
2. Technology
3. Motivation
4. Growth
5. Stages of Development
6. Area
7. Age/Gender
8. Scale of Operation
9. Other types

**Q4 a. Describe the role of entrepreneurs in economic development**

[6]

Role of Entrepreneurs

1. “ Generation of employment.
2. “ Improvement in income.
3. “ Reduces concentration of wealth.

4. “ Balanced regional development.
5. “ Resource mobilization.
6. “ Improvement in standard of living.

**Q4 b. Explain the process of selection and recruitment.** [4]

Techniques of Selection - Page 67

1. Application Bank
2. Preliminary or Initial Interview
3. Interview: Structural/Directive pattern, Unstructural/Non-Directive/Unpatterned
4. Group Discussion
5. Employment test: Intelligence, Vocations Aptitude, Analytical, Synthetic

Recruitment:

1. Through friends/relatives
2. Consulting agencies
3. Campus
4. Advertisements
5. Field trips
6. Employment Exchange

**Q5. Give a note on development of management thoughts** [10]

### **1. Early Management Approaches**

**a) Psychological development (Before 17th century) - Optional**

**b) Scientific Management (18th – 19th century)**

a. Time and Motion Study

b. Differential Payment

c. Drastic Reorganisation of Supervision

d. Scientific Recruitment and Training

e. Intimate Friendly Cooperation between Management & Workers

**c) Administrative Management(1841-1925)**

a. Division of Work

b. Authority

c. Responsibility

d. Discipline

e. Unity of Direction (One Boss)

f. Subordinate Interests

g. Remuneration

h. Centralization

i. Hierarchy

j. Equity

k. Initiative

l. Order

m. Scalar Chain

n. Esprit de Corps

**d) Bureaucracy (Optional)**

- a. Max Weber
- b. Insistence on standard rules
- c. Systematic Division of Work
- d. Principle of Hierarchy is followed
- e. Necessary for the individual to have knowledge and Training in the Application of Rules
- f. Administrative Acts, Decisions and Rules are recorded in writing
- g. Rational Personnel Administration

**2. Neo Classical Approaches**

**e) Human relations movement (Can also be in Early Mgmt)**

- 1. Taylor and Fayol did not consider or focus on human side
- 2. Elton Mayo conducted series of experiments regarding human relations
- 3. Business organization is not only a technical and

economical unit where only production & profit are considered but it should have human system.

4. In addition to incentives , it is important to create human relations

5. Workers will expect social respect by his co-workers and supervisors.

6. Experiments: Illumination experiments, relay assembly test room, Interviewing Programme, Bank Wiring Test room

**f) Behaviour Approach (Can also be in Modern Mgmt)**

a. The behavioral approach to management emphasized individual attitudes and behaviors and group processes, and recognized the significance of behavioral process in the workplace.

Modern Management Approaches

**g) Quantitative Approach**

a. It is also known as Management Science Approach

- b. This approach is used to find the solution to some
- c. As a result the quantitative approach called Operation

Research(OR) was developed

#### **h) Systems Approach**

a. A system is defined as a set of independent parts together form a whole that performs a defined task.

b. Organization is a system that consists of people, task structure and Technology

c. A system that interacts with out side environment is called as open system

d. A system that works with in close boundary is called as close system

#### **i) Contingency Approach**

a. The techniques and methods that are highly effective in one particular situation may be failure in similar situation in other area.

b. This approach suggests that the task of managers is to identify



the correct techniques that will suit a particular situation and

apply them to solve problem

(OR)

**Q6. Analyze the scope of SSI in economic development. [10]**

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Scope in Manufacturing, Servicing/repairing, Construction, Financial.....

824 items reserved in small sector

- 1) To generate Large Scale Employment Opportunities for the Unemployed speedily with relatively Low Investment.
- 2) To encourage dispersal of enterprises to all over the country covering Rural Areas , smaller towns & economically backward regions.
- 3) To bring Backward Regions too in the mainstream of national development.
- 5) To promote balanced regional development in the Whole Country.
- 6) To ensure more equitable distribution of National Wealth & Income.
- 7) To improve Socio – Economic Conditions & Standard of Living of the people in the Country.
- 8) To bring more Revenue to the Central & State Govts by way of Taxes.