



USN

| | | | | | | | | | | | | |
|--|--|--|--|--|--|--|--|--|--|--|--|--|
| | | | | | | | | | | | | |
|--|--|--|--|--|--|--|--|--|--|--|--|--|

10AL61

Sixth Semester B.E. Degree Examination, Aug./Sept. 2020
Management & Entrepreneurship

Time: 3 hrs.

Max. Marks:100

Note: Answer FIVE full questions, selecting at least TWO questions from each part.

PART – A

- 1 a. Define management. Explain management as a science or as an art. (05 Marks)
b. Explain 10 different roles of a manager. (05 Marks)
c. Explain contributions of F.W Taylor to scientific management. (05 Marks)
d. Distinguish between management and administration. (05 Marks)
- 2 a. Explain importance of planning. (05 Marks)
b. Differentiate between strategic planning and tactical planning. (04 Marks)
c. Explain steps in planning. (07 Marks)
d. Briefly explain various steps in decision making process. (04 Marks)
- 3 a. Explain principles of organization. (08 Marks)
b. Explain different bases for departmentation. (04 Marks)
c. Differentiate between authority and responsibility. (04 Marks)
d. Write advantages of proper and efficient staffing. (04 Marks)
- 4 a. What is motivation? Describe nature of motivation. (08 Marks)
b. Explain requirements of effective direction. (05 Marks)
c. Explain purposes of communication. (07 Marks)

PART – B

- 5 a. Explain important qualities of a successful entrepreneur. (06 Marks)
b. Explain different types of entrepreneurs. (06 Marks)
c. Explain various stages in entrepreneurial process. (08 Marks)
- 6 a. Write various characteristics of SSI's. (06 Marks)
b. What are the different steps involved in starting a SSI? (08 Marks)
c. What are the effects of WTO/GATT on Indian SSI? (06 Marks)
- 7 a. Explain the objectives and functions of SIDBI and KIADB. (10 Marks)
b. Explain the objectives and functions of TECSOK and KSFC. (10 Marks)
- 8 a. Explain different steps in project identification. (06 Marks)
b. Explain different guidelines by planning commission for project report. (08 Marks)
c. With respect to project appraisals, explain market feasibility study and technical feasibility study. (06 Marks)

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.

CMRIT LIBRARY
BANGALORE - 560 037