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Sixth Semester B.E. Degree Examination, June/July 2017
Management and Entrepreneurship

Time: 3 hrs.

Max. Marks:100

**Note: Answer any FIVE full questions, selecting
atleast TWO questions from each part.**

PART – A

- 1 a. Define “Management” and outline its essential characteristics. (06 Marks)
- b. Discuss the various required managerial skills with reference to the skill–mix diagram for different management levels. (06 Marks)
- c. Briefly describe the general principles of administrative management theory as laid down by Henri Fayal. (08 Marks)
- 2 a. What is planning? Discuss the importance of planning. (06 Marks)
- b. Explain the hierarchy of plans with a neat sketch. (08 Marks)
- c. Discuss programmed and non-programmed decisions with a neat sketch. (06 Marks)
- 3 a. Explain the process of organizing. (06 Marks)
- b. Discuss the guidelines for making committees effective. (06 Marks)
- c. Explain the process of recruitment and selection of managerial personnel in an organization. (08 Marks)
- 4 a. Explain briefly the important principles of an effective direction. (08 Marks)
- b. Write a note on Maslow’s Hierarchy of needs theory of motivation. (06 Marks)
- c. “Budgeting is an instrument of planning as well as a tool of managerial control”, comment. (06 Marks)

PART – B

- 5 a. Discuss the concept of entrepreneur as a risk bearer, as an organizer and as an innovator. (06 Marks)
- b. Describe the various stages in entrepreneurial process. (08 Marks)
- c. What are the barriers to entrepreneurship? Explain. (06 Marks)
- 6 a. Explain the characteristics of small scale industries. (06 Marks)
- b. Explain the various important steps in establishing a small scale industry with a flow–chart. (08 Marks)
- c. Discuss the effects of WTO on small scale industries in India. (06 Marks)
- 7 a. Explain the important activities and functions of SISI(MSME–DI). (08 Marks)
- b. Write a note on KIADB. (06 Marks)
- c. Discuss the organizational structure and functions of DIC. (06 Marks)
- 8 a. Explain the process of identification and selection of a suitable project. (10 Marks)
- b. Explain the common errors in project reports. (10 Marks)

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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.