



CBCS SCHEME

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18EE51

Fifth Semester B.E. Degree Examination, Feb./Mar. 2022 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' precisely. Briefly explain the levels of management. (08 Marks)
- b. Distinguish between management and administration. (06 Marks)
- c. Explain planning premises. (06 Marks)

OR

- 2 a. Explain the process of decision making. (10 Marks)
- b. Differentiate between: (i) Strategic planning and tactical planning (10 Marks)
- (ii) Single use plans and standing plans

Module-2

- 3 a. What is an organization? Explain the purpose and nature of an organization. (10 Marks)
- b. List all theories of motivation and discuss about Maslow's need hierarchy theory. (10 Marks)

OR

- 4 a. What are the essentials of a sound control system in an organization? Explain. (10 Marks)
- b. Briefly explain the steps in selection procedure. (10 Marks)

Module-3

- 5 a. What are the major characteristics of an entrepreneur? Explain each in brief. (10 Marks)
- b. Define 'business ethics'. Discuss the factors that affect business ethics. (10 Marks)

OR

- 6 a. Explain the meaning of social responsibility. Enumerate a businessman's social responsibilities towards different interest groups. (10 Marks)
- b. Discuss the problems faced by entrepreneurs and give the steps for capacity building of entrepreneurship. (10 Marks)

Module-4

- 7 a. Discuss the impact of Globalization on Small Scale Industries in India and the role of WTO. (10 Marks)
- b. What are the objectives and functions of KIADB? (10 Marks)

OR

- 8 a. Write a note on single window DIC agency. (10 Marks)
- b. Define SSI. Enumerate various objectives of SSI. (10 Marks)

Module-5

- 9 a. Explain the project appraisal and its methods. Briefly explain any two methods. (10 Marks)
- b. What is project network analysis? Explain in brief PERT. (10 Marks)

OR

- 10 a. Explain the various guidelines provided by the planning commission for preparation of a project report. (08 Marks)
- b. What are the major errors generally made by entrepreneurs during formulating project report? (08 Marks)
- c. What are the differences between PERT and CPM? (04 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.