

CBCS SCHEME

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17ES51

Fifth Semester B.E. Degree Examination, Jan./Feb. 2023 Management and Entrepreneurship Development

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. Discuss the different types of management functions. (10 Marks)
b. Discuss the different roles played by the manager. (10 Marks)

OR

- 2 a. Explain the steps involved in planning process. (10 Marks)
b. Discuss the different types of decisions. (10 Marks)

Module-2

- 3 a. Discuss the important steps in the process of organizing. (10 Marks)
b. Define committee. Explain the different types of committee. (10 Marks)

OR

- 4 a. What are the sources of recruitment? Write the advantages and disadvantages of internal vs external sources of recruitment. (10 Marks)
b. With an example discuss the nature of motivation. (10 Marks)

Module-3

- 5 a. Discuss the social responsibilities of business towards different groups. (10 Marks)
b. Explain what you understand by the concept of social responsibility of businessmen. (04 Marks)
c. Define corporate governance. What are the benefits of good corporate governance? (06 Marks)

OR

- 6 a. Explain any six characteristics of successful entrepreneur. (10 Marks)
b. Discuss the classification of entrepreneurs based on:
i) Functional characteristics ii) Developmental angle iii) Entrepreneurial business. (10 Marks)

Module-4

- 7 a. Discuss the impact of WTO on small scale industries. (07 Marks)
b. Explain the sickness in SSI sector. (06 Marks)
c. Discuss the problems for small scale industries. (07 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.

OR

- 8 a. Explain the policies and schemes of the following institutions: i) Small industries development organization ii) National small industries corporation Ltd. (10 Marks)
- b. Write short notes on the following:
- i) State financial corporations
 - ii) State industrial development/investment corporation
 - iii) State small industrial development corporations. (10 Marks)

Module-5

- 9 a. Discuss the adoption process for consumer, with an example. (10 Marks)
- b. Explain the steps in the planning and development of a new product. (10 Marks)

OR

- 10 a. Discuss the sequential stages of project formulation. (10 Marks)
- b. Write the differences between PERT and CPM. (10 Marks)

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