

CBCS SCHEME

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17AE51

Fifth Semester B.E. Degree Examination, Jan./Feb. 2021 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. Briefly explain the functions of Management. (10 Marks)
b. Explain the nature, importance and purpose planning. (10 Marks)

OR

- 2 a. Briefly explain the management levels and also explain the roles of manager. (10 Marks)
b. Explain the types of plans and steps in decision making. (10 Marks)

Module-2

- 3 a. Explain principle of organization. (06 Marks)
b. Explain Recruitment and selection procedure. (06 Marks)
c. Briefly explain steps in controlling with block diagram. (08 Marks)

OR

- 4 a. With a chart, explain Matrix organization with their merits and demerits. (08 Marks)
b. Bring out the difference between centralization and decentralization of authority. (06 Marks)
c. Explain different types of leadership styles. (06 Marks)

Module-3

- 5 a. Define entrepreneur, explain the importance and characteristics of entrepreneurship. (10 Marks)
b. Define social responsibility and explain the social responsibility of business towards different group. (10 Marks)

OR

- 6 a. Explain the different classification of entrepreneur. (08 Marks)
b. Differentiate between entrepreneur and intrapreneur. (06 Marks)
c. Explain business ethics and corporate governance. (06 Marks)

Module-4

- 7 a. Define Small Scale Industry (SSI) and discuss the importance characteristics. (06 Marks)
b. List state and central level agencies which support SSI and explain the objectives of KIADB. (08 Marks)
c. Explain the objectives and functions of KSFC. (06 Marks)

OR

- 8 a. Briefly explain the impact of Globalisation, WTO and GATT on Small Scale Industries. (10 Marks)
b. Mention the objectives and functions of DIC Single window agency. (10 Marks)

Module-5

- 9 a. Define Project, explain the objectives and characteristics of project. (08 Marks)
b. Briefly explain the need and significance of Project Report. (06 Marks)
c. Explain PERT and CPM. (06 Marks)

OR

- 10 a. Explain project proposal, project scheduling and project life cycle with block diagram. (10 Marks)
b. Explain the content of the project report and describe the following : (10 Marks)
i) Market analysis ii) Technical feasibility
iii) Economic feasibility iv) Project evaluation and selection.

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.