USN ☐☐☐☐☐☐☐☐☐☐

18AE/AS51

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. Write a note on Characteristics of Management.　　(10 Marks)
　　b. Explain the Functional areas of Management.　　(10 Marks)

OR

2　a. Briefly discuss the Nature of Planning.　　(10 Marks)
　　b. Discuss the steps in Planning　　(10 Marks)

Module-2

3　a. Explain in brief the Nature of Organization.　　(10 Marks)
　　b. Write a note on Principles of Organization.　　(10 Marks)

OR

4　a. Explain the following :
　　　i) Maslow's Need Hierarchy theory　　ii) Hertzberg's Two factors theory.　　(10 Marks)
　　b. With block diagram, explain the Communication process.　　(10 Marks)

Module-3

5　a. Enumerate the characteristics of Entrepreneur.　　(10 Marks)
　　b. Explain in brief the functions of Entrepreneur.　　(10 Marks)

OR

6　a. What is Social Audit? What are its advantages and limitations?　　(10 Marks)
　　b. Explain the Social responsibilities of Business towards different groups.　　(10 Marks)

Module-4

7　a. What do you mean by Small – Scale Industry? List the characteristics of Small – Scale Industries.　　(10 Marks)
　　b. Explain the role of SSI in Economic development.　　(10 Marks)

OR

8　a. Explain various activities of Small Industries Development Organization (SIDO).　　(10 Marks)
　　b. Explain in brief the main function of District Industries Centers (DIC).　　(10 Marks)

Module-5

9　a. Discuss the guidelines of Planning Commission for project report.　　(10 Marks)
　　b. Discuss the Project Feasibility study.　　(10 Marks)

OR

10　a. Discuss the contents of Project Report.　　(10 Marks)
　　b. Discuss the classification of Projects.　　(10 Marks)

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