

CBCS SCHEME

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18AE/AS51

Fifth Semester B.E. Degree Examination, July/August 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. Outline the characteristics of Management. (10 Marks)
b. Discuss the management functions in detail. (10 Marks)

OR

- 2 a. Discuss Henry Fayol's Administrative Management (1841 – 1925). (14 Marks)
b. Discuss Taylor's Scientific Management in early management approaches. (06 Marks)

Module-2

- 3 a. Outline the principles of organization. (10 Marks)
b. With the help of flow chart explain the following
i) Department by functions
ii) Department by product
Also discuss the advantages. (10 Marks)

OR

- 4 Discuss the following motivational theories :
a. Herzberg's Two Factors Theory
b. Vroom's Expectancy Theory
c. Adams Equity Theory
d. Maslow's Need Hierarchy Theory. (20 Marks)

Module-3

- 5 a. Distinguish between Entrepreneur and Manager. (10 Marks)
b. Outline the characteristics of Technical Entrepreneur. (10 Marks)

OR

- 6 Discuss social responsibilities of business towards following groups.
a. Towards the consumer and the community
b. Towards employees and workers
c. Towards the state
d. Towards shareholders and other business. (20 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.

Module-4

- 7 a. Outline the characteristics of Small Scale Industries. Also types of Small-Scale Industries. (10 Marks)
b. Discuss the role of SSI in economic development. (10 Marks)

OR

- 8 Discuss the following :
a. Small Industries Development Organization (SIDO)
b. District Industries Centers (DIC). (20 Marks)

Module-5

- 9 a. Discuss the following in Project Identification
i) Idea generation (10 Marks)
ii) Project selection. (10 Marks)
b. Outline the contents of a Project Report. (10 Marks)

OR

- 10 a. Discuss the formulation of Project Report. (10 Marks)
b. Outline the common misstates by entrepreneurs in project formulation. (10 Marks)

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