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10AL51

Fifth Semester B.E. Degree Examination, Dec.2018/Jan.2019
Management and Entrepreneurship

Time: 3 hrs.

Max. Marks: 100

**Note: Answer any FIVE full questions, selecting
atleast TWO questions from each part.**

PART - A

- 1 a. Define management. List its characteristics. (04 Marks)
b. What are the various roles of a manager? Explain. (06 Marks)
c. Explain (i) Systems approach (ii) contingency approach to Management. (10 Marks)
- 2 a. Define the term planning. Explain steps involved in planning. (10 Marks)
b. List the importance and purpose of planning process. (06 Marks)
c. Explain MBO and MBE. (04 Marks)
- 3 a. List and explain principles of organization. (10 Marks)
b. Explain selection and recruitment process. (10 Marks)
- 4 a. Explain the following theories of motivation:
(i) Maslow's Hierarchy of needs theory (ii) McGregor's theory (iii) 2 factor theory (12 Marks)
b. List the techniques of coordination. (08 Marks)

PART - B

- 5 a. Classify Entrepreneurs by providing an example for each type. (10 Marks)
b. What role does an entrepreneur play in economic development of a country? (10 Marks)
- 6 a. Explain the steps to start a SSI. (08 Marks)
b. List the advantages of a SSI. (05 Marks)
c. Explain effect of WTO/GATT on SSI. (07 Marks)
- 7 Explain the nature of support and functions of TECKSOK, KIADB, NSIC and KSFC for an entrepreneur. (20 Marks)
- 8 a. Why should feasibility study be conducted? Explain various types of feasibility study. (12 Marks)
b. Explain contents of a Project Report. (08 Marks)

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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.