

CBCS Scheme

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15EE51

Fifth Semester B.E. Degree Examination, Dec.2017/Jan.2018 Management and Entrepreneurship

Time: 3 hrs.

Max. Marks: 80

Note: Answer any FIVE full questions, choosing one full question from each module.

Module-1

- 1 a. Distinguish between:
i) Management and administration (06 Marks)
ii) Management as science and management as art. (05 Marks)
- b. What are managerial skills? How are they linked to levels of management? (05 Marks)
- c. Explain briefly nature and characteristics of management. (05 Marks)

OR

- 2 a. Explain the importance and purpose of planning in a large organization. (06 Marks)
- b. Name and explain various categories of standing plans and single-use plans. (06 Marks)
- c. Write a chart depicting a typical decision making process in an organization and explain the need for decision making. (04 Marks)

Module-2

- 3 a. What is organizing? Explain the important steps in the process of organizing. (06 Marks)
- b. Explain: (i) Decentralization of authority, (ii) Staffing. (06 Marks)
- c. Explain briefly the process of recruitment in an organization. (04 Marks)

OR

- 4 a. Discuss leadership styles and role of a leader. (06 Marks)
- b. Name and explain any two motivation theories. (06 Marks)
- c. What is 'coordination'? What is the importance? What are the techniques? (04 Marks)

Module-3

- 5 a. Explain: (i) Social audit, (ii) Business ethics, (iii) Corporate governance, briefly. (06 Marks)
- b. What is meant by 'social responsibilities of business towards different groups'? Explain with examples drawn from Indian business groups. (06 Marks)
- c. Explain briefly the concept of entrepreneurship. (04 Marks)

OR

- 6 a. What is importance of 'entrepreneurship' to a nation? How to classify 'Entrepreneurs'? Explain. (06 Marks)
- b. Explain few problems faced by entrepreneurs. How to overcome them? What are the myths about entrepreneurship? (06 Marks)
- c. Explain: (i) Entrepreneurial development model (04 Marks)
(ii) Capacity building for entrepreneurship.

Module-4

- 7 a. Define ancillary and tiny industries and discuss the role of small scale industries in the development of nation like India. (06 Marks)
- b. How government policies have developed growth of small scale industries sector on India? What is the impact of WTO/GATT on the sector? Explain. (06 Marks)
- c. Discuss performance SSIs under the impact of Globalization. (04 Marks)

OR

- 8 a. Discuss the problems faced by small scale industries and the strategies to overcome them. (06 Marks)
- b. Discuss the policies of schemes of central-level institutions than support small sized or medium sized business enterprises. (06 Marks)
- c. Discuss state-level institutional supports to small scale industries sector. (04 Marks)

Module-5

- 9 a. Explain:
(i) Significance of project report
(ii) Formulation of project report. (06 Marks)
- b. Describe:
(i) Project identification and selection
(ii) Project life cycle. (06 Marks)
- c. Explain:
(i) Capital budgeting,
(ii) Generating investment with reference to a project undertaken. (04 Marks)

OR

- 10 a. Explain the importance of network analysis. (05 Marks)
- b. Discuss the different steps involved in PERT analysis. (05 Marks)
- c. Write about the differences between PERT and CPM and limitation of PERT and CPM. (06 Marks)

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