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15ES51

## Fifth Semester B.E. Degree Examination, June/July 2019 Management and Entrepreneurship Development

Time: 3 hrs.

Max. Marks: 80

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

### Module-1

- |   |    |  |            |
|---|----|--|------------|
| 1 | a. | Explain the various roles of a manager.              | (05 Marks) |
|   | b. | Differentiate between administration and management. | (03 Marks) |
|   | c. | List and explain the various steps in planning.      | (08 Marks) |

OR

- |   |    |   |            |
|---|----|---|------------|
| 2 | a. | Explain the different levels of management and skills required. | (05 marks) |
|   | b. | Explain policy and procedure.                                   | (03 marks) |
|   | c. | Briefly explain the various steps in decision making process.   | (08 Marks) |

### Module-2

- |   |    |  |            |
|---|----|--|------------|
| 3 | a. | Explain the various steps involved in selection process. | (08 marks) |
|   | b. | Explain Maslow's hierarchy theory.                       | (05 marks) |
|   | c. | Write a note on span of control.                         | (03 marks) |

OR

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|---|----|--|------------|
| 4 | a. | Explain the various principles of organizing.          | (08 marks) |
|   | b. | Explain different methods of establishing the control. | (08 marks) |

### Module-3

- |   |    |   |            |
|---|----|---|------------|
| 5 | a. | Explain the social responsibilities of business towards various groups. | (08 marks) |
|   | b. | Classify entrepreneurs based on their functional characteristics.       | (05 marks) |
|   | c. | Difference between an entrepreneur and an intrapreneur.                 | (03 Marks) |

OR

- |   |    |   |            |
|---|----|---|------------|
| 6 | a. | What is business ethics and corporate governance? | (08 marks) |
|   | b. | Explain entrepreneurship development cycle.       | (08 Marks) |

### Module-4

- |   |    |   |            |
|---|----|---|------------|
| 7 | a. | Explain the role of SSI in economic development of a country.                 | (06 Marks) |
|   | b. | Explain the impact of liberalization, privatization and globalization on SSI. | (05 Marks) |
|   | c. | Explain the various service provided by DIC (District Industries Centre).     | (05 Marks) |

OR

- |   |    |  |            |
|---|----|--|------------|
| 8 | a. | Explain the various steps to start an SSI.                               | (08 Marks) |
|   | b. | Explain in detail IPR 1956 and IPR 1977.                                 | (05 Marks) |
|   | c. | Explain the objectives and functions of State Finance Corporation (SFC). | (03 Marks) |

### Module-5

- |   |    |  |            |
|---|----|--|------------|
| 9 | a. | Explain the various steps in product planning and development. | (08 marks) |
|   | b. | Mention the advantages and limitations of network techniques.  | (05 marks) |
|   | c. | List various stages of project formulation.                    | (03 marks) |

OR

- |    |    |   |            |
|----|----|---|------------|
| 10 | a. | Explain various aspects of a project.         | (08 marks) |
|    | b. | Discuss the different steps in PERT analysis. | (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.