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**Fifth Semester B.E. Degree Examination, December 2011**  
**Management and Entrepreneurship**

Time: 3 hrs.

Max. Marks:100

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

**PART – A**

- 1 a. Define the management. Explain the functions of management. (10 Marks)  
b. Distinguish between the administration and management. (05 Marks)  
c. Briefly explain the contributions of F.W. Taylor to the scientific management. (05 Marks)
- 2 a. Explain the importance of planning. Mention its limitations. (06 Marks)  
b. Define the objectives. Discuss the characteristics of business objectives. (06 Marks)  
c. What are planning premises? Explain the classification of planning premises, with examples. (08 Marks)
- 3 a. Define the organization. Explain the purpose of an organization. (05 Marks)  
b. Describe a matrix organization, with chart. Mention its advantages and disadvantages. (06 Marks)  
c. What is staffing? Explain its importance. (05 Marks)  
d. Distinguish between:  
i) Authority and responsibility  
ii) Selection and recruitment. (04 Marks)
- 4 a. Explain the Herzberg's two – factor theory of motivation. (08 Marks)  
b. What is communication? Describe its importance. (06 Marks)  
c. State and explain the steps involved in the controlling process. (06 Marks)

**PART – B**

- 5 a. Briefly explain the characteristics of an entrepreneur. (06 Marks)  
b. Discuss the evolution and growth of industrial entrepreneurship in India. (08 Marks)  
c. Explain the stages in entrepreneurial process. (06 Marks)
- 6 a. Define small scale industry. Discuss its important characteristics. (06 Marks)  
b. Explain the role of SSIs in the economic development. (05 Marks)  
c. Briefly explain the major observations of new small enterprise policy 1991. (05 Marks)  
d. List the supporting agencies of government for SSIs. (04 Marks)
- 7 a. Explain the objectives and functions of TECSOK and KIADB. (08 Marks)  
b. What is SIDBI? Discuss the various types of assistances the SIDBI provides to small enterprises. (04 Marks)  
c. Explain: i) DIC ii) SISI. (08 Marks)
- 8 a. Define the project. Discuss the need and significance of a project report. (06 Marks)  
b. Explain the guidelines given by planning commission to formulate a project report. (08 Marks)  
c. Discuss the common errors in a project report. (06 Marks)

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