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**Fifth Semester B.E. Degree Examination, June/July 2011**  
**Management and Entrepreneurship**

Time: 3 hrs.

Max. Marks:100

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

**PART – A**

- 1 a. According to Mintzberg, what are the different roles of a manager when he occupy different positions in different situations. Explain in brief. (10 Marks)
- b. Using characteristic of profession as given by McFarland, discuss whether management a profession. (05 Marks)
- c. List and discuss various contributions F.W, Taylor made in development of management thought. (05 Marks)
- 2 a. What is planning? Discuss importance of planning. (05 Marks)
- b. What is rational decision? Explain the steps involved in it. (07 Marks)
- c. What is the principle of navigational change? Basing this during planning, explain the areas where built in flexibility need to be considered and what would then mean? (08 Marks)
- 3 a. State and explain principles of organization. (10 Marks)
- b. What is span of management? What factors govern the span of management? (05 Marks)
- c. Describe matrix organization. (05 Marks)
- 4 a. What is co-ordination? What are the techniques of achieving effective co-ordination? (08 Marks)
- b. What is motivation? Explain Maslow's need hierarchy theory of motivation. (07 Marks)
- c. Explain principle of effective communication. (05 Marks)

**PART – B**

- 5 a. List classification and types of entrepreneurs. (10 Marks)
- b. List and explain entrepreneurial functions. (05 Marks)
- c. List barriers to entrepreneurship as identified by Karl H Vespar. (05 Marks)
- 6 a. Describe steps for starting a small industry. (10 Marks)
- b. What is small scale industrial unit? What is the importance of SSI? (05 Marks)
- c. Explain the impact of globalization on small scale industries. (05 Marks)
- 7 a. What is prime minister's Rozger Yojana (PMRY)? What are its salient features? (03 Marks)
- b. What are various activities of TECSOK (Technical Consultancy Services Organisation of Karnataka)? (07 Marks)
- c. What roles government is playing to promote and growth of SSI? Name certain institutions organized to support this cause. (10 Marks)
- 8 a. What is project report? What is the importance of it? (05 Marks)
- b. What do you mean by project feasibility? Discuss about economic feasibility. (05 Marks)
- c. What factors on which a project report is generally prepared? Explain. (10 Marks)

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