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10AL51

Fifth Semester B.E. Degree Examination, June/July 2015
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. Explain different levels of Management. (05 Marks)
b. Explain functional area of Management. (05 Marks)
c. What is the profession and administration management? (10 Marks)
- 2 a. Give any four important reasons for the performance of planning functions. (05 Marks)
b. Difference between strategic planning and tactical planning. (05 Marks)
c. What is decision making? Explain different types of decisions. (10 Marks)
- 3 a. Define an organization and explain principles of organisation. (05 Marks)
b. Write a brief note on the following : i) MBO ii) MBE. (05 Marks)
c. Discuss any two types of organization structures with highlighting their merits and demerits. (10 Marks)
- 4 a. Briefly explain the purpose of communication. (05 Marks)
b. Briefly explain the essentials of a sound control system. (05 Marks)
c. Explain Maslow's and Heryburg theories of Human motivation. (10 Marks)

PART - B

- 5 a. Who is an Entrepreneur? Explain the characteristics of an Entrepreneur. (05 Marks)
b. Explain the role of an Entrepreneur in economic development of any country. (05 Marks)
c. Explain the barrier involved in entrepreneurship. (10 Marks)
- 6 a. What is Small Scale Industry? Briefly explain the need and rationale of SSI's. (05 Marks)
b. Explain briefly the Government support for SSI during 5 year plan. (05 Marks)
c. Explain the objectives and functions of WTO. (10 Marks)
- 7 a. Write functions of District industries centers / single window concept. (05 Marks)
b. Write a short note on NSIC. (05 Marks)
c. Explain the objectives and functions provided by TECSOK and KSSIDC. (10 Marks)
- 8 a. Briefly outline the contents of a project. (05 Marks)
b. What is Financial and Social feasibility study? (05 Marks)
c. What is Project Appraisal? Explain the steps followed in project appraisals. (10 Marks)

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.