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10AL61

**Sixth Semester B.E. Degree Examination, June/July 2017**  
**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” and outline its essential characteristics. (06 Marks)  
b. Discuss the various required managerial skills with reference to the skill–mix diagram for different management levels. (06 Marks)  
c. Briefly describe the general principles of administrative management theory as laid down by Henri Fayal. (08 Marks)
- 2 a. What is planning? Discuss the importance of planning. (06 Marks)  
b. Explain the hierarchy of plans with a neat sketch. (08 Marks)  
c. Discuss programmed and non-programmed decisions with a neat sketch. (06 Marks)
- 3 a. Explain the process of organizing. (06 Marks)  
b. Discuss the guidelines for making committees effective. (06 Marks)  
c. Explain the process of recruitment and selection of managerial personnel in an organization. (08 Marks)
- 4 a. Explain briefly the important principles of an effective direction. (08 Marks)  
b. Write a note on Maslow’s Hierarchy of needs theory of motivation. (06 Marks)  
c. “Budgeting is an instrument of planning as well as a tool of managerial control”, comment. (06 Marks)

**PART – B**

- 5 a. Discuss the concept of entrepreneur as a risk bearer, as an organizer and as an innovator. (06 Marks)  
b. Describe the various stages in entrepreneurial process. (08 Marks)  
c. What are the barriers to entrepreneurship? Explain. (06 Marks)
- 6 a. Explain the characteristics of small scale industries. (06 Marks)  
b. Explain the various important steps in establishing a small scale industry with a flow–chart. (08 Marks)  
c. Discuss the effects of WTO on small scale industries in India. (06 Marks)
- 7 a. Explain the important activities and functions of SISI(MSME–DI). (08 Marks)  
b. Write a note on KIADB. (06 Marks)  
c. Discuss the organizational structure and functions of DIC. (06 Marks)
- 8 a. Explain the process of identification and selection of a suitable project. (10 Marks)  
b. Explain the common errors in project reports. (10 Marks)

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