

CBCS Scheme

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15AE51

Fifth Semester B.E. Degree Examination, Dec.2017/Jan.2018

Management and Entrepreneurship

Time: 3 hrs.

Max. Marks: 80

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

Module-1

- 1 a. Define Management. Explain the functions of Management. (08 Marks)
b. Explain the nature and importance of planning. (08 Marks)

OR

- 2 a. Explain the different levels of management and explain the roles of Manager. (08 Marks)
b. Briefly explain types of plans and steps in decision making. (08 Marks)

Module-2

- 3 a. i) Briefly explain the principles of organization. (04 Marks)
ii) Describe Matrix Organization with chart. (04 Marks)
b. Explain the steps in controlling. (08 Marks)

OR

- 4 a. Explain Recruitment and Selection procedure. (08 Marks)
b. i) Explain the different types of leadership styles. (04 Marks)
ii) With a neat sketch, briefly explain Maslow's theory of motivation. (04 Marks)

Module-3

- 5 a. Define Entrepreneur. Explain the importance and characteristics of Entrepreneurship. (08 Marks)
b. Define Social responsibility and explain the social responsibility of business towards different groups. (08 Marks)

OR

- 6 a. Briefly explain the different problems faced by Entrepreneurs. (08 Marks)
b. Explain business Ethics and Corporate Governance. (08 Marks)

Module-4

- 7 a. Define Small Scale Industry and explain the role of Small Scale Industry. (08 Marks)
b. Explain the objectives and functions of District Industries Centre (DIC). (08 Marks)

OR

- 8 a. Discuss the impact of Globalisation and WTO (World Trade Organization) on Small Scale Industries. (08 Marks)
b. Explain the objectives and functions of KIADB (Karnataka Industrial Areas Development Board). (08 Marks)

Module-5

- 9 a. Define Project. Explain the objectives and characteristics of project. (08 Marks)
b. Write the need and significance of Project report. (08 Marks)

OR

- 10 a. Explain Product Life Cycle and Project Scheduling. (08 Marks)
b. What are Network Analysis Techniques? Explain PERT and CPM. (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.