



# CBCS SCHEME

15AE51

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## Fifth Semester B.E. Degree Examination, June/July 2019 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. Briefly explain the management levels and explain the roles of Manager. (08 Marks)  
b. Briefly explain types of plans and steps in decision making. (08 Marks)

OR

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

### Module-2

- 3 a. i) Describe the nature and characteristics of Organisation. (04 Marks)  
ii) Discuss the various principles of Organisation. (04 Marks)  
b. i) Explain the different styles of Leadership. (04 Marks)  
ii) Define directing and list out the features of directing. (04 Marks)

OR

- 4 a. Explain the process of Recruitment and Selection procedure. (08 Marks)  
b. With block diagram, explain the steps in controlling. (08 Marks)

### Module-3

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

OR

- 6 a. Explain the different barriers of entrepreneur, and explain the stages in entrepreneurial process. (08 Marks)  
b. i) Differentiate between entrepreneur and intrapreneur. (04 Marks)  
ii) Discuss about business ethics and corporate governance. (04 Marks)

### Module-4

- 7 a. Explain the impact of Globalisation, WTO (World Trade Organisation) and GATT on SSI's. (08 Marks)  
b. Explain the objectives and functions of District Industries Centre (DIC). (08 Marks)

OR

- 8 a. Define Small Scale Industry and discuss the important characteristic. Explain the role of SSI in the economic development of Nation. (08 Marks)  
b. Briefly discuss the objectives and function of KIADB and KSFC. (Karnataka Industrial Area Development Board and Karnataka State Financial Corporation). (08 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.

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**Module-5**

- 9 a. What is Project Report? Explain the objectives and characteristics of Project. (08 Marks)  
b. What are the uses and limitations of PERT and CPM? (08 Marks)

OR

- 10 a. Briefly write a note on :  
i) Project Life Cycle ii) Project Scheduling. (08 Marks)  
b. Explain the methods of Project Appraisal. (08 Marks)

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