



CBCS SCHEME

17AE51

USN: _____

Date: _____

Fifth Semester B.E. Degree Examination, Dec.2019/Jan.2020

Management and Entrepreneurship

Time: 3 hrs.

Max. Marks: 100

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

Module-1

- 1 a. Define management. Write nature and characteristics of management. (08 Marks)
b. Write in detail about the functional areas of management. (12 Marks)

OR

- 2 a. Define planning and explain the different types of plan. (10 Marks)
b. Explain decision making and write the steps in decision making with a help of block diagram. (10 Marks)

Module-2

- 3 a. Define line and staff organization and mention its advantages and disadvantages. (08 Marks)
b. Mention the selection and recruitment process involved in staffing. (12 Marks)

OR

- 4 a. Explain the characteristics of motivation. (05 Marks)
b. Discuss the Maslow's theory of motivation. (08 Marks)
c. Define controlling and explain steps involved in controlling. (07 Marks)

Module-3

- 5 a. Define social responsibility of entrepreneurs and its meaning toward different groups. (10 Marks)
b. Write a short notes on :
i) Social Audit
ii) Business Ethics
iii) Corporate Governance. (10 Marks)

OR

- 6 a. Define entrepreneurs. Classify the types of entrepreneurs based on various parameters. (10 Marks)
b. Briefly explain the stages in entrepreneurial process. (10 Marks)

Module-4

- 7 a. Write short notes on Governance policy and development of SSI in India. (10 Marks)
b. Define WTO with its objectives and functions. Mention its advantages and disadvantages. (10 Marks)

OR

- 8 a. Define Small Scale Industries in various aspects and mention some of its roles in economic development. (10 Marks)
b. Write short notes on SIDO and SIDBI. (10 Marks)

Module-5

- 9 a. Write short notes on project identification and project selection. (10 Marks)
b. Discuss the general set of informations need to be in project report. (10 Marks)

OR

- 10 a. Explain in detail about the project analysis. (10 Marks)
b. Define network analysis. Write a short notes on PERT and CPM. (10 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.