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10AL61

Sixth Semester B.E. Degree Examination, Dec.2019/Jan.2020
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 the functions of management. (10 Marks)
b. Explain in brief the various roles of a manager as suggested by Mintzberg. (06 Marks)
c. List the important features and limitations of Bureaucratic administration. (04 Marks)
- 2 a. What is Planning? List and explain the steps involved in planning. (10 Marks)
b. List the differences between strategic and tactical planning. (05 Marks)
c. Define Objectives. Discuss the characteristics of business objectives. (05 Marks)
- 3 a. List and explain the principles of an organisation. (10 Marks)
b. Explain the terms : Centralization and Decentralization. Explain the advantages of Decentralization. (06 Marks)
c. What is Staffing? Explain its importance. (04 Marks)
- 4 a. Define Motivation. Explain the nature of motivation. (08 Marks)
b. What is Communication? Describe the importance and purposes of communication. (08 Marks)
c. Briefly explain Robert House's model of leadership behavior. (04 Marks)

PART - B

- 5 a. Briefly explain the characteristics of a successful entrepreneur. (08 Marks)
b. Explain the stages of entrepreneurial development process. (08 Marks)
c. List the barriers to entrepreneurship and explain any one of them. (04 Marks)
- 6 a. Define Small scale industry. Explain the role of SSIs in the economic development. (08 Marks)
b. Explain briefly the steps involved in starting SSI. (08 Marks)
c. List any five problems faced by small – scale industries and explain any one of them. (04 Marks)
- 7 a. List some central level institutions supporting small scale industries and explain any one of them as to how they assist the SSIs. (08 Marks)
b. What is SIDBI? Discuss the various types of assistances SIDBI provides to small enterprises. (08 Marks)
c. Briefly explain about KIADB. (04 Marks)
- 8 a. Define the Project. Discuss the need and significance of a project report. (08 Marks)
b. Briefly discuss Network Analysis. What is PERT? Explain. (08 Marks)
c. List the steps followed in project appraisal and explain the economic aspects of a project. (04 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.