



CBCS SCHEME

15ES51

Fifth Semester B.E. Degree Examination, Dec.2019/Jan.2020 Management and Entrepreneurship Development

Time: 3 hrs.

Max. Marks: 80

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

Module-1

- 1 a. Define the term management and its functions. (06 Marks)
b. List and explain the roles of a manager. (05 Marks)
c. In brief explain whether management is a science or an art. (05 Marks)

OR

- 2 a. What is planning? List out its importance. (05 Marks)
b. Explain the types of planning. (06 Marks)
c. List and explain the steps employed in decision making. (05 Marks)

Module-2

- 3 a. Define the meaning of an organization and steps in process of organizing. (05 Marks)
b. What is staffing? Explain its importance. (05 Marks)
c. List and explain the techniques in the selection process. (06 Marks)

OR

- 4 a. What is motivation? Explain Maslow's need hierarchy theory. (05 Marks)
b. Define the word coordination and its types. (05 Marks)
c. Explain the term leadership and its types. (06 Marks)

Module-3

- 5 a. Explain the meaning of social responsibilities of business towards various groups. (06 Marks)
b. Define the business ethics and corporate governance. (05 Marks)
c. What is social audit? Explain its importance. (05 Marks)

OR

- 6 a. Define the meaning of an Entrepreneur and their characteristics. (06 Marks)
b. List and explain types of Entrepreneurs. (05 Marks)
c. Explain the Entrepreneurial development cycle. (05 Marks)

Module-4

- 7 a. What are SSI's and the impact of globalization and WTO on SSI's? (08 Marks)
b. Define Ancillary industry and tiny industries. (08 Marks)

OR

- 8 a. List and explain two institutional support of central level institutions. (08 Marks)
b. Explain the services provided by Small Industries Development Organization (SIDO). (08 Marks)

Module-5

- 9 a. Define product planning and development strategy. (08 Marks)
b. Explain the ways of project identification. (08 Marks)

OR

- 10 a. Write a note on network analysis. (05 Marks)
b. Explain PERT and CPM. (06 Marks)
c. Define importance for network techniques. (05 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.