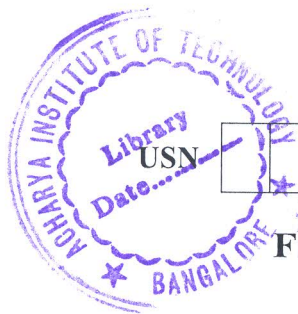


CBCS SCHEME

17EE51



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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. What is management? Discuss the various characteristics of management. (07 Marks)
b. Explain the various roles played by the manager. (07 Marks)
c. Discuss whether management is art, science or profession. (06 Marks)

OR

- 2 a. Discuss the hierarchy of plans with examples. (06 Marks)
b. What are the different steps involved in planning? Explain. (08 Marks)
c. What is decision making? Classify the different types of decisions. (06 Marks)

Module-2

- 3 a. What are the various principles of management? (08 Marks)
b. Explain the steps in selection process. (06 Marks)
c. What are the various types of organizations? Explain line organization. (06 Marks)

OR

- 4 a. Distinguish between centralization and decentralization. (04 Marks)
b. Explain Maslow's and Herzberg's theories of motivation. (10 Marks)
c. Write a note on barriers of communication. (06 Marks)

Module-3

- 5 a. Who are entrepreneurs? What are their qualities? Explain any two important qualities. (07 Marks)
b. What are the various stages in the entrepreneurial process? Discuss. (09 Marks)
c. Differentiate between entrepreneur and Intrapreneur. (04 Marks)

OR

- 6 a. Discuss the social responsibilities of business towards different groups. (08 Marks)
b. Write a note on classification of entrepreneurs. (06 Marks)
c. What is Social Audit? List the merits and demerits of internal and external auditing. (06 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.

Module-4

- 7 a. Define SSI. What are the general characteristics of SSI? (06 Marks)
b. Discuss the role of SSI in the development of the country. (08 Marks)
c. Explain the various problems faced by SSI. (06 Marks)

OR

- 8 a. Write a note on the activities of SIDBI and KIADB. (08 Marks)
b. List the institutions that provide technical, marketing and training support to small industries. (06 Marks)
c. What are the important functions of NSIC? (06 Marks)

Module-5

- 9 a. Explain the meaning of projects. Classify them. (05 Marks)
b. What are the steps involved in the formulation of project report? Explain. (10 Marks)
c. Write a note on project life cycle. (05 Marks)

OR

- 10 a. Discuss the concept and importance of network analysis. (06 Marks)
b. What are the steps involved in CPM? List its merits and demerits. (08 Marks)
c. What is PERT? Explain. (06 Marks)
