CBCS SCHEME

18EE51

USN | | | | | | | | | | |

Fifth Semester B.E. Degree Examination, Feb./Mar. 2022
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' precisely. Briefly explain the levels of management. **(08 Marks)**
    b. Distinguish between management and administration. **(06 Marks)**
    c. Explain planning premises. **(06 Marks)**

OR

2   a. Explain the process of decision making. **(10 Marks)**
    b. Differentiate between: (i) Strategic planning and tactical planning
                            (ii) Single use plans and standing plans **(10 Marks)**

Module-2

3   a. What is an organization? Explain the purpose and nature of an organization. **(10 Marks)**
    b. List all theories of motivation and discuss about Maslow's need hierarchy theory. **(10 Marks)**

OR

4   a. What are the essentials of a sound control system in an organization? Explain. **(10 Marks)**
    b. Briefly explain the steps in selection procedure. **(10 Marks)**

Module-3

5   a. What are the major characteristics of an entrepreneur? Explain each in brief. **(10 Marks)**
    b. Define 'business ethics'. Discuss the factors that affect business ethics. **(10 Marks)**

OR

6   a. Explain the meaning of social responsibility. Enumerate a businessman's social responsibilities towards different interest groups. **(10 Marks)**
    b. Discuss the problems faced by entrepreneurs and give the steps for capacity building of entrepreneurship. **(10 Marks)**

Module-4

7   a. Discuss the impact of Globalization on Small Scale Industries in India and the role of WTO. **(10 Marks)**
    b. What are the objectives and functions of KIADB? **(10 Marks)**

OR

8   a. Write a note on single window DIC agency. **(10 Marks)**
    b. Define SSI. Enumerate various objectives of SSI. **(10 Marks)**

Module-5

9   a. Explain the project appraisal and its methods. Briefly explain any two methods. **(10 Marks)**
    b. What is project network analysis? Explain in brief PERT. **(10 Marks)**

OR

10 a. Explain the various guidelines provided by the planning commission for preparation of a project report. **(08 Marks)**
    b. What are the major errors generally made by entrepreneurs during formulating project report? **(08 Marks)**
    c. What are the differences between PERT and CPM? **(04 Marks)**

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