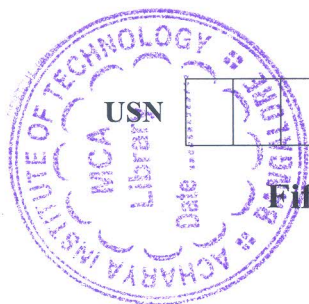


CBCS SCHEME

18EE51



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Fifth Semester B.E. Degree Examination, June/July 2023 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? Define management according to different experts from different disciplines. (07 Marks)
- b. Bring out the difference between administration and management. (07 Marks)
- c. Discuss the levels of management. (06 Marks)

OR

- 2 a. Explain different steps involved in planning. (08 Marks)
- b. What are the limitations of planning? (06 Marks)
- c. Briefly explain the steps in decision making. (06 Marks)

Module-2

- 3 a. What is an organization? Discuss briefly principles of organization. (08 Marks)
- b. Distinguish between centralization and decentralization. (06 Marks)
- c. Explain the steps involved in selection process. (06 Marks)

OR

- 4 a. Discuss briefly :
i) Maslow's hierarchy
ii) Mc Clelland's Motivation theories. (08 Marks)
- b. Explain the meaning and importance of co-ordination. (06 Marks)
- c. Briefly explain steps in controlling. (06 Marks)

Module-3

- 5 a. What is social responsibility of business and explain :
i) Social audit
ii) Corporate governance (08 Marks)
- b. What are various types of entrepreneurs? Explain any two. (06 Marks)
- c. Differentiate between Entrepreneur and Intrapreneur. (06 Marks)

OR

- 6 a. Discuss briefly characteristics of successful entrepreneurs. (08 Marks)
- b. What are the problems faced by entrepreneurs? (06 Marks)
- c. Discuss briefly myths of entrepreneurship. (06 Marks)

Module-4

- 7 a. Discuss the objectives of small scale industries. (08 Marks)
- b. Explain role of SSI in economic development. (06 Marks)
- c. Discuss briefly supporting agencies of government for SSI. (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.

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OR

- 8 a. Discuss objectives and function of :
i) TECSOK (08 Marks)
ii) KIADB. (06 Marks)
- b. Discuss briefly steps to start Small Scale Industry. (06 Marks)
- c. Discuss briefly promotional means by Central Government on SSI. (06 Marks)

Module-5

- 9 a. Define project and explain project identification. (08 Marks)
- b. Explain important factor considered for project selection. (06 Marks)
- c. List out various content of the project report. (06 Marks)

OR

- 10 a. What are the guidelines by planning commission for a project report? Explain. (08 Marks)
- b. Discuss briefly important errors in project report. (06 Marks)
- c. Explain PERT and CPM. (06 Marks)

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