



Fifth Semester B.E./B.Tech. Degree Examination, June/July 2025

Engineering Management and Entrepreneurship

Time: 3 hrs.

Max. Marks: 100

Note: 1. Answer any FIVE full questions, choosing ONE full question from each module.

2. M : Marks , L: Bloom's level , C: Course outcomes.

Module – 1			M	L	C
Q.1	a.	Define management and explain briefly the functions of management.	10	L2	CO1
	b.	Mention the importance of planning and explain the steps involved in planning process.	10	L3	CO1
OR					
Q.2	a.	Discuss in detail the roles of manager.	10	L2	CO1
	b.	Distinguish between : i) Management and Administration ii) Strategic planning and tactical planning	10	L2	CO1
Module – 2					
Q.3	a.	Briefly explain the principles of organization	10	L2	CO2
	b.	Explain purpose of departmentalization.	05	L2	CO2
	c.	Define recruitment and explain the sources of recruitment.	05	L3	CO2
OR					
Q.4	a.	Explain Maslows need- hierarchy and Herzberg's two factor theory of motivation.	10	L2	CO2
	b.	Define communication and explain the importance and purpose of communication.	10	L2	CO2
Module – 3					
Q.5	a.	Define coordination and explain various techniques of coordination.	10	L2	CO3
	b.	Mention different characteristics of leadership.	04	L2	CO3
	c.	Explain the steps involved in controlling.	06	L2	CO3
OR					
Q.6	a.	Define social responsibility. What are the social responsibilities of business towards different groups ?	10	L3	CO3
	b.	What are the advantages and disadvantage of social audit.	06	L2	CO3
	c.	Explain social audit and business ethics.	04	L2	CO3
Module – 4					
Q.7	a.	Define Entrepreneurship ? Explain different types of entrepreneurs.	10	L2	CO4
	b.	Describe the problems faced by entrepreneurs and explain the steps for capacity building for entrepreneurs.	10	L3	CO4
OR					
Q.8	a.	Explain the following concepts . i) Mobility of entrepreneurs ii) Business opportunities in India	10	L3	CO4
	b.	Explain the different models for opportunity evaluation with respect to business opportunities.	10	L3	CO4
Module – 5					
Q.9	a.	Describe the procedure for setting up an Enterprise.	10	L3	CO5
	b.	Explain the purpose and contents of a business plan.	10	L3	CO5
OR					
Q.10	a.	List out and explain different state level institutions which support business opportunities.	10	L2	CO5
	b.	Write a note on following central level institutions which support business opportunities. 1) NBMSME 2) MSME – DO NSIC	10	L2	CO5