

## GBCS Scheme

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15ES51

**Fifth Semester B.E. Degree Examination, June/July 2018**  
**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. Explain the scope of management study mentioning few functional area of management. (06 Marks)  
 b. Explain different types of managerial skills. (05 Marks)  
 c. Compare 'management' with 'administration'. (05 Marks)

OR

- 2 a. Mentioning the importance of planning, explain the steps involved in the planning process. (06 Marks)  
 b. Explain a typical decision making process in a medium scale organization. (05 Marks)  
 c. Distinguish between standing plans and single use plans in an organization. (05 Marks)

**Module-2**

- 3 a. Explain : (06 Marks)  
 i) purpose of organization  
 ii) process of organizing.  
 b. Describe the process of staffing adding note on the benefits of good staffing. (05 Marks)  
 c. Explain staff recruitment and selection process with reference to a large scale organization. (05 Marks)

OR

- 4 a. Explain any two 'MOTIVATION' theories as applicable to an organization. (06 Marks)  
 b. What is communication? Discuss the purpose of communication. (05 Marks)  
 c. Explain the essentials of an effective control system. (05 Marks)

**Module-3**

- 5 a. Explain: (06 Marks)  
 i) Social audit  
 ii) Business ethics.  
 b. Describe the social responsibilities of businessmen towards different groups in a society. (05 Marks)  
 c. Explain:  
 i) Corporate governance  
 ii) Myths of entrepreneurship. (05 Marks)

OR

- 6 a. Discuss how entrepreneurs are classified. (06 Marks)  
 b. What are the problems faced by entrepreneurs? How to overcome them? (05 Marks)  
 c. Explain what is mean by capacity building for entrepreneurship and entrepreneurial development cycle. (05 Marks)

1 of 2

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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**Module-4**

- 7 a. Define small scale industry, ancillary industry and tiny industry. Trace the growth and performance of small scale industries in India during the last few decades. (06 Marks)
- b. Explain:
- i) WTO versus small scale industries India (06 Marks)
  - ii) Overcoming sickness in small scale industrial setup. (04 Marks)
- c. Explain how small scale industries can contribute to economic developments. (04 Marks)

**OR**

- 8 a. Explain policies and schemes of any two central level institutions formed for the support of small and medium sized business enterprises. (08 Marks)
- b. Explain policies and schemes of any two state level institutions formed to support the activities of small scale industrial sector. (08 Marks)

**Module-5**

- 9 a. Explain a New Product Planning and Development process. (06 Marks)
- b. Describe:
- i) Project cycle (06 Marks)
  - ii) Project feasibility analysis (04 Marks)
- c. Write notes on project identification. (04 Marks)

**OR**

- 10 a. Explain the importance of network analysis. (05 Marks)
- b. Discuss the different steps involved in PERT analysis. (05 Marks)
- c. Compare PERT with CPM, list the advantages of each. (06 Marks)

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