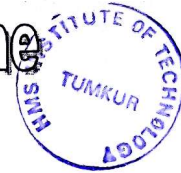


CBCS Scheme



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15ES51

Fifth Semester B.E. Degree Examination, Dec.2017/Jan.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. Define Management. Explain management functions. (08 Marks)
- b. Differentiate between management and administration. (04 Marks)
- c. Explain decisional roles of a manager. (04 Marks)

OR

- 2 a. Explain steps involved in planning. (08 Marks)
- b. Explain steps involved in rational decision making (08 Marks)

Module-2

- 3 a. Define organization. Explain process of organizing. (07 Marks)
- b. Define committee. Explain its types. (05 Marks)
- c. Explain importance and need for proper staffing. (04 Marks)

OR

- 4 a. Explain the requirements of effective direction. (05 Marks)
- b. Explain behavioural approach to leadership (07 Marks)
- c. Explain the benefits of effective control. (04 Marks)

Module-3

- 5 a. What is social audit? Explain its benefits and limitations. (08 Marks)
- b. What is corporate governance? List the benefits of good corporate governance. Who monitor corporate governance in India? (08 Marks)

OR

- 6 a. Define entrepreneurship. Explain importance of entrepreneurship. (05 Marks)
- b. Explain entrepreneurial development model. (07 Marks)
- c. List the problems faced by entrepreneurs. (04 Marks)

Module-4

- 7 a. Explain the role of small scale industries in economic development. (05 Marks)
- b. Explain the impact of globalization on SSI. (06 Marks)
- c. Explain the problems faced by small scale industries in India. (05 Marks)

OR

- 8 a. What is National Small Industries Corporation Ltd.? How it supports SSI in India? (08 Marks)
- b. What is District Industrial Centre? How it supports SSI? (08 Marks)

Module-5

- 9 a. Define project. Explain product planning and development process. (08 Marks)
- b. Explain sequential stages of project formulation. (08 Marks)

OR

- 10 a. Explain the importance of Network analysis during project execution. (06 Marks)
- b. Explain the differences between PERT and CPM. (10 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.