

Model Question Paper
(2018 Scheme)

USN

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Fifth Semester B.E. Degree Examination
18IP51: Management and Entrepreneurship

TIME: 03 Hours
100

Max. Marks:

Note: Answer any one full question from each module

Module-1

1. a. What is management? Discuss the various characteristics of Management.

(7 Marks)

- b. Explain the various roles played by the manager.

(7 Marks)

- d. Discuss whether management is an art, science or profession.

(6 Marks)

OR

2. a. Discuss the hierarchy of plans with examples.

(7 Marks)

- b. List and explain the different steps involved in planning.

(6 Marks)

- c. What is decision making? Classify the different types of decisions.

(7 Marks)

Module-2

3. a. What are the various principles of management?

(7 Marks)

- b. Explain the steps in a selection process.

(7 Marks)

- c. List the various types of organizations and explain the line type of organization.

(6 Marks)

OR

4. a. Distinguish between centralization and decentralization.
(8 Marks)
- b. Explain Maslow's theory of motivation.
(5 Marks)
- c. Write a note on barriers of communication.
(7 Marks)

Module-3

5. a. Who are entrepreneurs? List their qualities and explain any two of them.
(7 Marks)
- b. What are the various stages in the entrepreneurial process? Discuss.
(6 Marks)
- c. Differentiate between entrepreneur and Intrapreneur.
(7 Marks)

OR

6. a. Discuss the social responsibilities of business towards different groups.
(7 Marks)
- b. Write a note on classification of entrepreneurs.
(6 Marks)
- c. What is Social Audit? List the merits and demerits of internal and external auditing.
(7 Marks)

Module-4

7. a. Define SSI. What are the general characteristics of SSI?
(7 Marks)
- b. Discuss the role of SSI in the development of a country.
(6 Marks)
- c. Explain the various problems faced by SSI.
(7 Marks)

OR

8. a. Write a note on the activities of SIDBI and KIADB.
(7 Marks)

- b. List the institutions that provide technical marketing and training support to small industries.
(6 Marks)
- c. What are the important functions of NSIC?
(7 Marks)

Module-5

9. a. Explain the meaning of projects. Classify them.
(7 Marks)
- b. What are the steps involved in the formulation of project report? Explain.
(6 Marks)
- c. Write a note on project life cycle.
(7 Marks)

OR

10. a. Discuss the concept and importance of network analysis.
(6 Marks)
- b. Narrate the case study of Microsoft.
(7 Marks)
- c. What are the steps involved in PERT? List its merits and demerits.
(7 Marks)

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18IP51: Management and Entrepreneurship

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Max. Marks:

Note: Answer any one full question from each module

Module-1

1. a. Define management. Explain the characteristics of management.
(6 Marks)
- b. Explain the different roles of a manager in an organization.
(8 Marks)
- c. Explain the contribution of FW Taylor to management.
(6 Marks)

OR

2. a. Define planning. Explain the general steps involved in planning.
(10 Marks)
- b. What is Selection? Explain in detail the process of selection.
(10 Marks)

Module-2

3. a. List the various leadership styles. Explain the merits and demerits of any two types of leadership styles.
(10 Marks)
- b. What is motivation? Explain Herzberg's motivation theory in detail.
(10 Marks)

OR

4. a. What is co-ordination? Explain the Importance of co-ordination.
(10 Marks)
- b. Define control. Explain the different methods of establishing control.
(10 Marks)

Module-3

5. a. Define entrepreneur. What are their characteristics?
(6 Marks)
- b. Explain the various stages of entrepreneurial process.
(8 Marks)
- c. Discuss the Barriers for entrepreneurship.
(6 Marks)

OR

6. a. Explain in detail entrepreneurship in India.
(10 Marks)
- b. Explain in detail identification of business opportunities with various types of feasibility study.
(10 Marks)

Module-4

7. a. Explain the need and significance of a project report.
(10 Marks)

b. What is a project report? Explain the guidelines provided by planning commission for preparation of a project report.
(10 Marks)

OR

8. a. Explain the supply chain management in detail.
(10 Marks)
b. Explain in detail the Human resource management.
(10 Marks)

Module-5

9. a. Explain the steps involved in establishing micro and small enterprises.(10Marks)
b. Narrate the case study of N.R. Narayana murthy and Infosys.
(10 Marks)

OR

10. a. Explain the objectives and functions of SIDBI and KIADB.
(6 Marks)
b. What are the steps involved in CPM? List its merits and demerits.
(8 Marks)
c. Discuss the concept and importance of network analysis.
(6 Marks)