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P.E.S. College of Engineering, Mandya - 571 401

(An Autonomous Institution affiliated to VTU, Belgaum)

Fifth Semester, B.E. - Electronics and Communication Engineering

Semester End Examination; Dec. - 2015

Entrepreneurship Development and Management

Time: 3 hrs

Max. Marks: 100

Note: Answer *FIVE* full questions, selecting *ONE* full question from each *unit*.

UNIT - I

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|---|----|---|----|
| 1 | a. | What is entrepreneurship? Explain the sociological models of entrepreneurial development. | 10 |
| | b. | Classify the various categories of entrepreneurship based on different factors. | 6 |
| | c. | Briefly describe the role of entrepreneurs in economic development. | 4 |
| 2 | a. | Write a note on women entrepreneurship in India with examples. | 10 |
| | b. | What are the strategies for development of women entrepreneurs and how women empowerment improves through entrepreneurship? | 10 |

UNIT - II

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|---|----|--|----|
| 3 | a. | What are the various business opportunities in various sectors? Explain any five. | 10 |
| | b. | What is the importance of feasibility analysis? With a diagram explain how project feasibility study is conducted. | 10 |
| 4 | a. | List out the supporting agencies of the government for SSIs and explain any two of them. | 10 |
| | b. | Define project management. Explain the different types of analysis involved in project management. | 10 |

UNIT - III

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|---|----|--|-----|
| 5 | a. | Why is planning said to have “Primary among managerial functions.”? Explain the planning/decision-making process with a diagram. | 10 |
| | b. | List and explain the modern management approaches. | 10 |
| 6 | a. | Write a short note on MBO and MBE. | 10 |
| | b. | List 10 important managerial roles. Explain any two. | 2+8 |

UNIT - IV

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|---|----|---|----|
| 7 | a. | Explain functional organization with flow chart mentioning its advantages and disadvantages. | 10 |
| | b. | “Sound organizational structure is an essential prerequisite of effective management”. Discuss the statement and point out the various principles followed in developing organization structures. | 10 |
| 8 | a. | Explain the process of selection and recruitment. Give examples. | 10 |
| | b. | Explain the meaning and nature of directing, motivation-leadership and communication. | 5 |
| | c. | Write a note on “Controlling and Coordination” with respect to an organization. | 5 |

UNIT - V

- 9 a. Explain international management. 10
- b. Explain how communication and staying technically competent is important for an engineer and a manager. 10
- 10 a. Write short notes on:
 - i) NAFTA 10
 - ii) GATT
- b. Discuss the characteristics of developing countries. 10

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