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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 - 2016/Jan - 2017

Entrepreneurship Development and Management

Time: 3 hrs

Max. Marks: 100

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

UNIT - I

- 1 a. Explain the importance and role of small-scale Industries in India. 10
- b. Describe entrepreneur, entrepreneurship and enterprise. List and explain any two characteristics of a successful entrepreneur. 10
- 2 a. Discuss women entrepreneurs' environment in the Indian scenario. 10
- b. List the institutions supporting women entrepreneurships in India. Explain any two of them. 10

UNIT - II

- 3 a. List business opportunities in various sectors. Select any one of the sector and explain briefly one sector for which you want to start up the enterprise. 10
- b. With neat schematic diagram, explain project feasibility study. 10
- 4 a. List the institutions supporting small-scale industries. Explain any two central level institutions in details. 10
- b. Explain the role of institutional support system in Karnataka state. 10

UNIT - III

- 5 a. List different management philosophies. Explain one of the philosophy in detail. 10
- b. Interpret Henry Mintzberg's view of manager's roles. 10
- 6 a. Describe planning, vision, mission, strategic planning and objectives related to an organization. 10
- b. Describe the strategies for managing technology. 10

UNIT - IV

- 7 a. Describe organizing. List the methods of departmentation. Explain any one with neat schematic diagram. 10
- b. Describe the important aspects of human resource planning in detail. 10
- 8 a. List content theories and process theories with reference to motivating people. Examine any one theory in detail. 10
- b. Describe leadership. What is the difference between formal and informal leader? List the important contributes/traits of leaders. 10

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UNIT - V

- 9 a. How communication process model is important to engineers and managers? Explain with schematic diagram. 10
- b. How to accomplish the task of choosing your boss carefully? Explain. 10
- 10 a. List and explain different stages of Multinationalization. 10
- b. Select India as a developing country. Comment on which of the nine “Characteristics of developing countries” seem to be apply. What additional characteristics would you add? 10

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