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

(An Autonomous Institution affiliated to VTU, Belgaum)

Fifth Semester, B.E. - Information Science and Engineering

Semester End Examination; Dec. - 2015

Management and Entrepreneurship

Time: 3 hrs

Max. Marks: 100

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

UNIT - I

- 1 a. Explain the important characteristics of management. 6
- b. Differentiate between administration and management. 4
- c. Explain the roles of manager. 10
- 2 a. Briefly discuss the various modern management approaches with a suitable example. 10
- b. Explain the major functional areas of management. Indicate which area has the highest priority. 10

UNIT - II

- 3 a. Discuss any three types of decisions with suitable examples. 10
- b. Explain the various principles of organizing. 10
- 4 a. Explain the various guidelines / steps in planning in detail. 10
- b. Explain the techniques of selection with a suitable example. 7
- c. List the advantages of matrix organization. 3

UNIT - III

- 5 a. Briefly discuss the various leadership styles. 10
- b. Explain, What are the essentials of a sound control system? 10
- 6 a. List the various characteristics of motivation. 6
- b. Explain the techniques to overcome barriers and improve communication in a business environment. 7
- c. Explain Maslow's Need-Hierarchy theory. 7

UNIT - IV

- 7 a. Explain the various stages in entrepreneurial process. 10
- b. What are the contents of a good project report? Explain. 10
- 8 a. Briefly discuss the various types of entrepreneurs. 10
- b. Differentiate between PERT and CIM with suitable examples. 10

UNIT - V

- 9 a. Briefly explain the steps to start a Small Scale Industry (SSI). 10
- b. Write short notes on : 10
 - i) State Finance Corporation (SFCs)
 - ii) Technical Consultancy Organisation (TCOs).
- 10a. Differentiate between GATT and WTO. 8
- b. List the various advantages and objectives of SSI's. 12