



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

(An Autonomous Institution affiliated to VTU, Belagavi)

**Fifth Semester, B.E. - Automobile Engineering**  
**Semester End Examination; Dec - 2017/Jan - 2018**

**Industrial 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 four basic management functions.   | 6 |
|      | b. Describe the different management levels and their functions.                             | 6 |
|      | c. Explain briefly Henri Fayol's principles of management.                                   | 8 |
| 2 a. | Explain the steps involved in planning process.  | 6 |
|      | b. Explain briefly about strategic, tactical plans and operational plans.                    | 6 |
|      | c. Explain the types of plans based on breadth, timeframe, specificity and frequency of use. | 8 |

### UNIT - II

- |      |  |   |
|------|--|---|
| 3 a. | Explain the purposes of organizing.  | 6 |
|      | b. Explain the concept of Departmentalization in organizational structure with respect to functional, product, geographical, process and customer. | 6 |
|      | c. Explain the following :   |   |
|      | i) Types of selection device used screening job applications   | 8 |
|      | ii) Recruitment and to sources.  |   |
| 4 a. | Explain the different leadership style.  | 6 |
|      | b. Explain the Maslow's hierarchy of needs theory of motivation.   | 6 |
|      | c. Explain the communication process and the barriers to communication.  | 8 |

### UNIT - III

- |      |  |   |
|------|--|---|
| 5 a. | Explain the control process.   | 6 |
|      | b. Explain the concept of feed forward, concurrent and feedback control.                   | 6 |
|      | c. Explain the tools for controlling organizational performance (Financial Controls only). | 8 |
| 6 a. | Explain the Characteristics of Entrepreneurs.  | 6 |
|      | b. Explain the role of Entrepreneurs in economic development of a country.                 | 6 |
|      | c. Explain the following :   |   |
|      | i) Types of Entrepreneurs  | 8 |
|      | ii) Barriers to Entrepreneurship.  |   |

### UNIT - IV

- |      |   |   |
|------|---|---|
| 7 a. | Explain the role of SSI in economic development of a country. | 6 |
|------|---|---|

- b. Describe the steps to start an SSI. 6
- c. Explain role of following support agencies for SSI in India (SSI Board, SIDO, NSIC, DIC'S, EDI, and SIDBI). 8
- 8 a. Explain the forms of business organizations. 6
- b. Explain briefly about financial management decision. 6
- c. Describe in detail about CAPM. 8

**UNIT - V**

- 9 a. Explain the different analysis used in appraisal of proposed project. 6
- b. What do you mean by project? What are its features? 6
- c. Explain the following :
  - i) Project selection techniques 8
  - ii) Project scheduling and coordinating techniques.
- 10 a. Explain the Characteristics of partnership. 6
- b. Explain the advantages and disadvantages of sole proprietorship. 6
- c. Explain the following :
  - i) Kinds of partners
  - ii) Partnership Deed. 8

\* \* \*