



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

(An Autonomous Institution affiliated to VTU, Belgaum)

**Fifth Semester, B.E. – Automobile Engineering**

**Semester End Examination; Dec - 2016/Jan - 2017**

**Industrial Management and Entrepreneurship**

*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. | Briefly explain some of the important characteristics of management. | 8  |
|      | b. Is management a science, art or profession? Explain.              | 4  |
|      | c. What are the various modern management approaches? Explain.       | 8  |
| 2 a. | Differentiate between strategic planning and tactical planning.      | 5  |
|      | b. How does policies differ from procedures? Explain.                | 5  |
|      | c. How are decisions classified? Explain clearly.                    | 10 |

### UNIT - II

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|------|---|----|
| 3 a. | Explain some of the important principles of organization.                             | 10 |
|      | b. What are the different selection techniques for recruitment of personnel? Explain. | 10 |
| 4 a. | What are important principles for effective “direction”? Explain.                     | 8  |
|      | b. Explain Maslow’s hierarchy of needs for employee motivation.                       | 7  |
|      | c. Define leadership. Explain any one type of leadership styles clearly.              | 5  |

### UNIT - III

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|------|--|----|
| 5 a. | Define “Controlling”. Clearly explain the steps involved in control process. | 10 |
|      | b. Explain the essentials of sound control system.                           | 10 |
| 6 a. | Explain the evolution of entrepreneurship over the years briefly.            | 5  |
|      | b. Explain the various stages of Entrepreneurial process.                    | 10 |
|      | c. What are the characteristics of a good Entrepreneur?                      | 5  |

### UNIT - IV

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|------|--|----|
| 7 a. | Enumerate some of the important characteristics of small scale Industries.           | 10 |
|      | b. What are the various steps involved in starting Small Scale Industries (SSI)?     | 10 |
| 8 a. | What are the main functions of District Industries Centers (DIC)? Briefly explain.   | 7  |
|      | b. What are the important activities of Small Industries Services Institutes (SISI)? | 8  |
|      | c. Write a brief note about Small Industries Development Bank of India (SIDBI).      | 5  |

### UNIT - V

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|------|--|----|
| 9 a. | What do you mean by “project”? Classify the different types of projects. | 10 |
|      | b. What are the different methods used for project appraisal? Explain.   | 10 |
| 10a. | What are the main features and advantages of sole proprietorship?        | 10 |
|      | b. What are important characteristics of partnership? Briefly explain.   | 10 |