

--	--	--	--	--	--	--	--	--	--



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

(An Autonomous Institution affiliated to VTU, Belagavi)

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

Semester End Examination; May/June - 2019

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. | Define Management. How does it differ from Administration?                                    | 5  |
| b.   | Briefly explain whether management is science or art.                                         | 10 |
| c.   | What are the features of Bureaucratic Administration?                                         | 5  |
| 2 a. | Discuss the roles of a senior manager.                                                        | 6  |
| b.   | Mention the contribution and limitations of scientific management.                            | 4  |
| c.   | Describe the system approach to management. How does it differ from the contingency approach? | 10 |

## UNIT - II

- |      |                                                                                              |    |
|------|----------------------------------------------------------------------------------------------|----|
| 3 a. | What is planning? Briefly explain hierarchy of plans in an organization.                     | 6  |
| b.   | Differentiate between the terms 'Strategy' and 'Policy'.                                     | 4  |
| c.   | Define rational decision. Explain steps involved in the process of rational decision making. | 10 |
| 4 a. | What is span of control? What factors affect it? Explain.                                    | 10 |
| b.   | Explain the process of recruitment and selection.                                            | 10 |

## UNIT - III

- |      |                                                                                |    |
|------|--------------------------------------------------------------------------------|----|
| 5 a. | Define motivation. Briefly explain the Maslow's hierarchy of needs.            | 8  |
| b.   | Define Communication. Describe its importance.                                 | 6  |
| c.   | State and explain the steps involved in the controlling process.               | 6  |
| 6 a. | Differentiate between Autocratic, Free receiver participate leadership system. | 10 |
| b.   | Explain the essentials of effective control system.                            | 10 |

## UNIT - IV

- |      |                                                                                                        |    |
|------|--------------------------------------------------------------------------------------------------------|----|
| 7 a. | List and describe the stages of entrepreneurship process.                                              | 10 |
| b.   | Compare and contrast entrepreneur and intreprenuer.                                                    | 4  |
| c.   | Write a note on growth of industrial entrepreneurship in India.                                        | 6  |
| 8 a. | Explain entrepreneur classification based on type of business.                                         | 5  |
| b.   | Describe the various guidelines provided by the planning commission for preparation of project report. | 10 |
| c.   | Write a note on project selection.                                                                     | 5  |

**UNIT - V**

- 9 a. List the characteristics of Small Scale Industry (SSI) and explain the need for SSI in the economy of a country. 10
- b. What are the objectives and functions of World Trade Organization (WTO)? Explain. 10
- 10 a. Write a brief note on the following :
- i) District Industries Centre (DIC) 10
  - ii) Small Industries Development Organization (SIDO)
  - iii) National Small Industries Corporation (NSIC)
- b. Explain the role of SSIDC in developing the SSIs. 10

\* \* \* \*