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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

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