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## 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. - 2019

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 different levels of management. 6
- b. List the modern management approaches and explain in detail about systems modern management approach. 6
- c. Explain the different roles of management. 8
- 2 a. Explain the importance of planning. 6
- b. Differentiate between strategic planning and Tactical planning. 6
- c. Explain the steps involved in Decision making process. 8

### UNIT - II

- 3 a. Explain in detail the characteristics of line organization. 6
- b. Explain about Departmentation based on products with an example. 6
- c. Explain the various sources of Recruitment from where personnel may be recruited. 8
- 4 a. Explain in detail about Autocratic Leadership style. 6
- b. Explain about Frederick Herzberg theory of motivation. 6
- c. Explain the techniques of coordination. 8

### UNIT - III

- 5 a. Explain the steps involved in control process. 6
- b. Explain the essentials of a sound control system. 6
- c. Explain the following methods of establishing control. 8
- i) Standard costing
- ii) Break-even analysis
- iii) Statistical control Reports
- iv) Management Audit
- 6 a. Explain the functions of an Entrepreneur. 6
- b. Explain the barriers to Entrepreneurship. 6
- c. Explain the stages involved in Entrepreneurial process. 8

### UNIT - IV

- 7 a. Explain the characteristics of SSIs. 6
- b. Explain the steps to start a SSI. 6

- c. Explain the following policies of Government towards SSI
  - i) IPR 1977 8
  - ii) Industrial policy Resolution 2005-06
- 8 a. Explain the evolution of Financial management. 6
- b. Explain about Risk and Return Relationship. 6
- c. Explain the following:
  - i) DICs 8
  - ii) SIDBI

**UNIT - V**

- 9 a. Explain about contents of a good project Report. 6
- b. Explain about Network Analysis in project Management. 6
- c. Explain the different contexts for project appraisal. 8
- 10 a. Explain the different kinds of partners. 6
- b. Explain the features of sole proprietorship. 6
- c. Explain the rights, duties and liabilities of partners. 8

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