



## 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; Feb. - 2021**

**Industrial Management and Entrepreneurship**

Time: 3 hrs

Max. Marks: 100

### Course Outcomes

The Students will be able to:

CO1: Demonstrate an ability to apply general management know-how in practical business situations.

CO2: Draw upon specialist know-how, deploying concepts and sources incisively and with sensitivity.

CO3: Demonstrate the ability to manage people, processes, and resources within a diverse organization.

CO4: Demonstrate the ability to identify and evaluate business opportunities and trends.

CO5: Summarize the preparation of project report, significance of report.

**Note: I) PART - A is compulsory. Two marks for each question.**

**II) PART - B: Answer any Two sub questions (from a, b, c) for Maximum of 18 marks from each unit.**

Q. No.	Questions	Marks	BLs	COs	POs
<b>I : PART - A</b>		<b>10</b>			
I a.	Define Planning.	2	L1	CO1	PO1
b.	Define Directing and Coordination.	2	L1	CO2	PO1
c.	List any two steps in controlling.	2	L1	CO3	PO1
d.	Define Ancillary and Tiny industry.	2	L1	CO4	PO1
e.	Define Sole proprietorship.	2	L1	CO5	PO1
<b>II : PART - B</b>		<b>90</b>			
<b>UNIT - I</b>		<b>18</b>			
1 a.	Explain the various functions of Management.	9	L2	CO1	PO1
b.	Explain various levels of Management.	9	L2	CO1	PO2
c.	Explain briefly Strategic and Tactical planning with an example.	9	L2	CO1	PO2
<b>UNIT - II</b>		<b>18</b>			
2 a.	Explain in detail, the functional type of organization with help of flowchart.	9	L2	CO2	PO2
b.	Explain the various sources of recruitment, where a personal can be recruited?	9	L2	CO2	PO1
c.	List the different type of leadership style and explain autocratic type of style.	9	L2	CO2	PO1
<b>UNIT - III</b>		<b>18</b>			
3 a.	Explain the various essentials of a sound control process.	9	L2	CO3	PO2
b.	Explain the barriers to Women Entrepreneurship.	9	L2	CO3	PO1
c.	Explain the role of Entrepreneurs in economic development.	9	L2	CO3	PO2

**UNIT - IV****18**

- |  |   |    |     |     |
|--|---|----|-----|-----|
| 4 a. Explain the various characteristics of SSI.             | 9 | L2 | CO4 | PO1 |
| b. Explain the following:                                    |   |    |     |     |
| i) GATT  | 9 | L2 | CO4 | PO2 |
| ii) WHO  |   |    |     |     |
| iii) Tiny Industry   |   |    |     |     |
| c. What are the various advantages and disadvantages of SSI? | 9 | L2 | CO4 | PO2 |

**UNIT - V****18**

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|--|---|----|-----|-----|
| 5 a. Explain the various contents of project report.     | 9 | L2 | CO5 | PO2 |
| b. List the advantages and disadvantages of Partnership. | 9 | L2 | CO5 | PO1 |
| c. Explain the various errors in a Project Report.       | 9 | L2 | CO5 | PO2 |

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