



## 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; February / March - 2022**

**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 organizing.	2	L1	CO2	PO2
c.	Define controlling.	2	L1	CO3	PO2
d.	Define tiny industry.	2	L1	CO4	PO2
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.	Discuss the role of management and levels of management.	9	L2	CO1	PO2
b.	Explain the importance and purpose of planning process.	9	L2	CO1	PO1
c.	Elaborate the steps involved in decision making process.	9	L2	CO1	PO1
<b>UNIT - II</b>		<b>18</b>			
2 a.	With flow chart, explain the characteristics of line organization.	9	L2	CO2	PO1
b.	Discuss the centralization and decentralization of authority and responsibility.	9	L3	CO2	PO2
c.	Explain the types of motivation in detail.	9	L2	CO2	PO1
<b>UNIT - III</b>		<b>18</b>			
3 a.	Explain the methods of establishing control.	9	L2	CO3	PO1
b.	Discuss the types and function of an entrepreneur.	9	L2	CO3	PO1
c.	Explain the role of entrepreneurs in economic development.	9	L3	CO3	PO1

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

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|------|--|---|----|-----|-----|
| 4 a. | Explain the role of SSI in economic development.               | 9 | L2 | CO4 | PO1 |
| b.   | Discuss the “Government Support for SSL during 5-years plans”. | 9 | L2 | CO4 | PO2 |
| c.   | Explain the following policies of Government towards SSL:      |   |    |     |     |
|      | i) IPR 1977  | 9 | L2 | CO4 | PO2 |
|      | ii) Industrial policy resolution 2005-06.                      |   |    |     |     |

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

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|------|--|---|----|-----|-----|
| 5 a. | Explain the different contexts for project appraisal.    | 9 | L2 | CO5 | PO2 |
| b.   | Discuss the advantages and disadvantages of partnership. | 9 | L2 | CO5 | PO1 |
| c.   | Explain briefly the features of sole proprietorship.     | 9 | L2 | CO5 | PO1 |

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