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

(An Autonomous Institution affiliated to VTU, Belgaum)

Fifth Semester, B.E. - Automobile Engineering

Semester End Examination; Dec. - 2015

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. In detail explain the controlling function of management. 6
- b. Explain the system approach to management. 6
- c. Explain briefly Henri Fayol's principle of management. 8
- 2 a. Explain briefly about strategic planning and tactical planning processes. 6
- b. Differentiate between single – use plans and standing plans. 6
- c. Describe the steps involved in planning process. 8

UNIT - II

- 3 a. Explain the characteristics of an organization. 6
- b. Explain the concept of Departmentalisation with an example. 6
- c. Describe the sources of Recruitment by citing their advantages and limitations. 8
- 4 a. Explain briefly about Herzberg's two – factors theory of motivation. 6
- b. Describe the communication process and the barriers to communication. 6
- c. Explain in detail Autocratic, Democratic and Freerein leadership styles. 8

UNIT - III

- 5 a. Explain the following control techniques,
 - i) Financial statements and Ratio Analysis 6
 - ii) PERT and CPM
- b. Describe briefly about Break – even Analysis. 6
- c. Explain about different types of budgets and advantages of Prudgetary control 8
- 6 a. Explain the role of Entrepreneurs in Economic development. 6
- b. List and describe various barriers to entrepreneurship. 6
- c. Describe the stages of Entrepreneurial process. 8

UNIT - IV

- 7 a. Explain the Role of SSI in economic development. 6
- b. Describe the steps to start an SSI. 6
- c. Explain the features and objectives of small scale industries. 8

- 8 a. Explain briefly about KSFC, KIADB. 6
- b. Describe about SIDBI. 6
- c. Explain about SISI (Small Industries Service Institutes) in detail. 8

UNIT -V

- 9 a. What do you mean by project and what are its features? 6
 - b. Explain about the analysis of technical and engineering aspects of a project. 6
 - c. Describe the key steps in Market and Demand analysis. 8
- 10 a. Explain the characteristics of Partnership. 6
 - b. Describe in detail about sole proprietorship. 6
 - c. Explain briefly about Registration of Partnership firm. 8

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