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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 - 2016/Jan - 2017

Industrial Management and Entrepreneurship

Time: 3 hrs

Max. Marks: 100

Note: Answer FIVE full questions, selecting ONE full question from each unit.

UNIT - I

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| 1 a. | Briefly explain some of the important characteristics of management. | 8 |
| b. | Is management a science, art or profession? Explain. | 4 |
| c. | What are the various modern management approaches? Explain. | 8 |
| 2 a. | Differentiate between strategic planning and tactical planning. | 5 |
| b. | How does policies differ from procedures? Explain. | 5 |
| c. | How are decisions classified? Explain clearly. | 10 |

UNIT - II

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|------|--|----|
| 3 a. | Explain some of the important principles of organization. | 10 |
| b. | What are the different selection techniques for recruitment of personnel? Explain. | 10 |
| 4 a. | What are important principles for effective “direction”? Explain. | 8 |
| b. | Explain Maslow’s hierarchy of needs for employee motivation. | 7 |
| c. | Define leadership. Explain any one type of leadership styles clearly. | 5 |

UNIT - III

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| 5 a. | Define “Controlling”. Clearly explain the steps involved in control process. | 10 |
| b. | Explain the essentials of sound control system. | 10 |
| 6 a. | Explain the evolution of entrepreneurship over the years briefly. | 5 |
| b. | Explain the various stages of Entrepreneurial process. | 10 |
| c. | What are the characteristics of a good Entrepreneur? | 5 |

UNIT - IV

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| 7 a. | Enumerate some of the important characteristics of small scale Industries. | 10 |
| b. | What are the various steps involved in starting Small Scale Industries (SSI)? | 10 |
| 8 a. | What are the main functions of District Industries Centers (DIC)? Briefly explain. | 7 |
| b. | What are the important activities of Small Industries Services Institutes (SISI)? | 8 |
| c. | Write a brief note about Small Industries Development Bank of India (SIDBI). | 5 |

UNIT - V

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| 9 a. | What do you mean by “project”? Classify the different types of projects. | 10 |
| b. | What are the different methods used for project appraisal? Explain. | 10 |
| 10a. | What are the main features and advantages of sole proprietorship? | 10 |