

15EC51

Visvesvaraya Technological University, Belagavi

MODEL QUESTION PAPER

5th Semester, B.E (CBCS) EC/TC/EI/BM/ML

Course: 15EC51 - **Management and Entrepreneurship Development**

Time: 3 hours

Max. Marks: 80

Note: (i) Answer Five full questions selecting any one full question from each Module.
(ii) Question on a topic of a Module may appear in either its 1st or 2nd question.

Module-1

- 1 a. Define management. Explain various functions of managers. (08 Marks)
b. Explain various Roles of managers. (08 Marks)

Or

- 2 a. Define planning. Compare Strategic plans with tactical plans. (05 Marks)
b. what is rational decisions? Explain the steps involved in rational decision making. (07 Marks)
c. Explain various types of decisions. (04 Marks)

Module-2

- 3 a. Explain the process of organizing. (08 Marks)
b. Explain Nature and importance of staffing (04 Marks)
c. Explain the process of Recruitment. (04 Marks)

Or

- 4 a. What is meaning of direction. Explain steps involved in controlling. (08 marks)
b. Define Leadership. Explain briefly any two leadership styles. (08 marks)

Module-3

- 5 a. Explain Social audit. (06 Marks)
b. Explain Business Ethics and Corporate Governance (06 Marks)
c. Who is an Entrepreneur? Explain the characteristics of an Entrepreneur. (06 Marks)

Or

- 6 a. Explain various classification of Entrepreneurs. (08 marks)
b. Explain problems faced by Entrepreneurs. (08 marks)

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Note: Answer FIVE FULL questions choosing ONE FULL question from each module

MODULE-1

- (1) a) Explain the principal functions of management. - (6 marks)
 b) Discuss the different types of managerial skills. - (5 marks)
 c) Comment on the true nature of management. Is it a Science or an Art? - (5 marks)

OR

- (2) a) Explain the nature & importance of planning. - (5 marks)
 b) Explain the process of strategic planning. - (5 marks)
 c) Discuss the different types of decisions. - (6 marks)

MODULE-2

- (3) a) Define the term organization. Explain the important steps in the process of organizing. - (8 marks)
 b) What is staffing. Explain the steps involved in the selection process. - (8 marks)

OR

- (4) a) Explain Maslow's need-Hierarchy Theory. - (5 marks)
 b) What is communication? Discuss the purpose of communication. - (5 marks)
 c) Explain the essentials of an effective control system. - (6 marks)

MODULE-3

- (5) a) Describe the social responsibilities of business towards different groups. - (8 marks)
 b) What is social audit? What are its benefits? - (4 marks)
 c) Explain what do you understand by the concept of social responsibility of businessmen? - (4 marks)

OR

- (6) a) Explain the characteristics of a successful entrepreneur. - (10 marks)
 b) Explain the entrepreneurial development cycle. - (6 marks)

MODULE-4

- (7) a) Explain the impact, pros & cons of WTO on small scale Industries. - (8 marks)
 b) Discuss the growth & performance of small scale industries in India. - (8 marks)

OR

- (8) a) Define Ancillary Industry & Tiny Industry. - (2 marks)
 b) Explain the services provided by small industries development organization (SIDO). - (7 marks)
 c) Explain any two policies & schemes of state level institutions. - (7 marks)

MODULE-5

- (9) a) Explain the steps involved in the planning and development of a new product. - (8 marks)
 b) Describe the sequential stages of project formulation. - (8 marks)

OR

- (10) a) Explain the importance of Network analysis. - (5 marks)
 b) Discuss the different steps involved in PERT analysis - (5 marks)
 c) Write the differences between PERT & CPM. - (6 marks)