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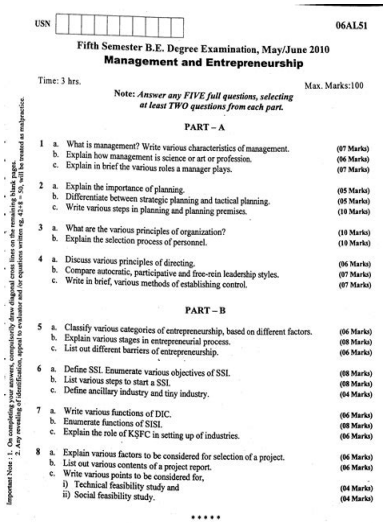

USN 06AL51

Fifth Semester B.E. Degree Examination, May/June 2010
Management and Entrepreneurship

Time: 3 hrs. Max. Marks:100

Note: *Answer any FIVE full questions, selecting at least TWO questions from each part.*

PART – A

1 a. What is management? Write various characteristics of management. (07 Marks)
b. Explain how management is science or art or profession. (06 Marks)
c. Explain in brief the various roles a manager plays. (07 Marks)

2 a. Explain the importance of planning. (05 Marks)
b. Differentiate between strategic planning and tactical planning. (05 Marks)
c. Write various steps in planning and planning premises. (10 Marks)

3 a. What are the various principles of organization? (10 Marks)
b. Explain the selection process of personnel. (10 Marks)

4 a. Discuss various principles of directing. (06 Marks)
b. Compare autocratic, participative and free-rein leadership styles. (07 Marks)
c. Write in brief, various methods of establishing control. (07 Marks)

PART – B

5 a. Classify various categories of entrepreneurship, based on different factors. (06 Marks)
b. Explain various stages in entrepreneurial process. (08 Marks)
c. List out different barriers of entrepreneurship. (06 Marks)

6 a. Define SSI. Enumerate various objectives of SSI. (08 Marks)
b. List various steps to start a SSI. (08 Marks)
c. Define ancillary industry and tiny industry. (04 Marks)

7 a. Write various functions of DIC. (06 Marks)
b. Enumerate functions of SISI. (08 Marks)
c. Explain the role of KSFC in setting up of industries. (06 Marks)

8 a. Explain various factors to be considered for selection of a project. (06 Marks)
b. List out various contents of a project report. (06 Marks)
c. Write various points to be considered for,
i) Technical feasibility study and (04 Marks)
ii) Social feasibility study. (04 Marks)

*****

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.

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