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06AL61

Sixth Semester B.E. Degree Examination, December 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. Define management. Mention levels of management. Substantiate the statement that management is both science and art. (10 Marks)
- b. Explain the contributions of F.W. Taylor for scientific management process. (10 Marks)
- 2 a. Describe the reasons which make planning process, an important activity in management. (07 Marks)
- b. Differentiate between programmed and non-programmed decisions. (03 Marks)
- c. Explain the steps that are generally required in planning process. (10 Marks)
- 3 a. Describe the departmentation based on functions with its merits and demerits. (06 Marks)
- b. Explain the advantages of delegating authority to others. (06 Marks)
- c. Describe the various steps followed in recruitment process. (08 Marks)
- 4 a. Describe the Maslow's need-hierarchy theory of motivation. (08 Marks)
- b. Explain any three techniques of coordination. (06 Marks)
- c. Describe any three essential factors of effective control system. (06 Marks)

PART – B

- 5 a. State the different stages in entrepreneurial development process. Explain the groups of entrepreneurs classified on functional characteristics. (10 Marks)
- b. Describe any five specific management problems faced by entrepreneurs. (10 Marks)
- 6 a. Enumerate the characteristics of small scale industries. (06 Marks)
- b. Describe the objectives of setting up small scale industries in India. (06 Marks)
- c. Mention and explain briefly the steps required for establishing an SSI. (08 Marks)
- 7 a. Describe the principal services offered by NSIC for the promotion of small scale industries. (10 Marks)
- b. Explain the various focused consultancy areas of TECSOK. (10 Marks)
- 8 a. Describe the several stages required to be followed in project formulation. (10 Marks)
- b. Explain the features that the project report should include. (05 Marks)
- c. State advantages and limitations of critical path method (CPM) for network analysis. (05 Marks)
