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Sixth Semester B.E. Degree Examination, December 2011
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. Explain the management process which stresses on the basic management functions. (08 Marks)
- b. What kinds of skills are required for manager to become successful? How do you associate different levels in an organization? (06 Marks)
- c. Explain the modern management approach briefly. (06 Marks)
- 2 a. Explain the vital reasons, which suggest the importance of planning. (06 Marks)
- b. What is planning? Differentiate between strategic planning and tactical planning. (04 Marks)
- c. Illustrate with example, decision tree technique to analyze a decision. Differentiate between procedure and policy. (10 Marks)
- 3 a. What is appropriate span of control? Brief out factors which affect span of management. (10 Marks)
- b. What is departmentation? Mention types and explain the departmentation, by geographic area giving its advantages. (06 Marks)
- c. Explain the role of staffing in an organization. (04 Marks)
- 4 a. Using Maslow's theory of motivation, explain the hierarchy of needs. (06 Marks)
- b. Explain the important essentials of sound control system. (06 Marks)
- c. Give the importance of communication. Highlight different ways to achieve co-ordination. (08 Marks)

PART - B

- 5 a. What are the measures taken in India to develop entrepreneurship? (06 Marks)
- b. Differentiate between entrepreneur and Intrapreneur. (06 Marks)
- c. What keeps today's youth away from entrepreneurship? (08 Marks)
- 6 a. What are the characteristics of small enterprises? (06 Marks)
- b. Discuss the effect of agreement under W.T.O. What is the impact of liberalization, privatization and globalization on small enterprise? (10 Marks)
- c. What are the objectives of KCTU? What are its major activities? (04 Marks)
- 7 a. Explain the role of TECSOK in promotion of small enterprise in Karnataka. (08 Marks)
- b. Explain the important activities in establishing small enterprise, with the help of KSSIDC. (06 Marks)
- c. Explain the role of KSFC in promotion of small enterprise. (06 Marks)
- 8 a. What is a project? Explain the required criteria in selecting a project. (06 Marks)
- b. Differentiate between PERT and CPM. (06 Marks)
- c. Explain the steps followed in project appraisal. (08 Marks)
