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B.M.S. College of Engineering, Bengaluru-560019

Autonomous Institute Affiliated to VTU

October 2024 Supplementary Examinations

Programme: B.E.

Branch: Computer Science and Engineering

Course Code: 22CS6HSMAE

Course: Management and Entrepreneurship

Semester: VI

Duration: 3 hrs.

Max Marks: 100

Instructions: 1. Answer any FIVE full questions, choosing one full question from each unit.
2. Missing data, if any, may be suitably assumed.

			UNIT - I	CO	PO	Marks
Important Note: Completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages. Revealing of identification, appeal to evaluator will be treated as malpractice.	1	a)	Temasek Laboratories has recently invested in Manipal chains Analyze the characteristics this company's Management for it to be this successful.	CO1	PO1	5
		b)	Suman is a manager in an MNC, identify the functions that he can carry out to meet his responsibilities.	CO1	PO1	5
		c)	Explain McKinsey's 7s framework and contingency approach in detail with suitable examples and diagrams.	CO1	PO1	10
			UNIT - II			
	2	a)	There are various ways to solve a given problem / issues that may arise in a company. Having a plan makes it easier to face any situation boldly. Keeping this in mind identify what plans are applicable for the following scenarios and justify your answers i) A set of ideas or plans that is used as a basis for making decisions, especially in politics, economics, or business. ii) Plans that determine " how we will win in the period ahead". iii) Plans having a prescribed guide for conduct or action iv) Plans that can represent expected results in numerical terms v) A set of actions that is the official or accepted way of doing something	CO1	PO1	10
		b)	Analyze the SWOT Analysis components. Perform a Detailed SWOT Analysis on the beverage brand "Coca-Cola".	CO2	PO2	10
			OR			
	3	a)	Arun has a great idea for a sustainable clothing brand business and he wants to excel in it. Guide him with the sequential steps that he needs to take in order to achieve his goal. Use a neat flowchart to represent his future actions.	CO2	PO2	10
		b)	Explain the different types of organization with the help of a neat diagram. Contrast and compare the same with suitable examples.	CO2	PO2	10

UNIT - III					
4	a)	AB corp is going through a crisis and is unable to retain its staff. There are various factors that contribute to the company's current situation. Identify these situational factors.	CO2	PO2	5
	b)	If you are attending an interview process in a new company , how do you distinguish the below two statements Statement 1: Congrats ! You are being recruited. Statement 2: Congrats ! You are being Selected.	CO2	PO2	5
	c)	A manager needs to maintain a good balance between the management and his employees , Identify the Five extreme styles of a managers who thrive to balance it all. List out their characters and represent their nature on a graph.	CO2	PO2	10
UNIT - IV					
5	a)	Describe different Classification of Entrepreneurs Based on the personality traits. Provide suitable examples.	CO2	PO2	10
	b)	Arun's sustainable clothing business is going on well and he has expanded the horizon of his business into various subsidiary fields and is now listed as a successful entrepreneur in that field of work. Outline the characteristics that he possessed which earned him global recognition.	CO2	PO2	5
	c)	Starting a new business has a social pressure associated with it and to become a successful entrepreneur you have to overcome this pressure. List at least ten Myths that society thinks of an Entrepreneur.	CO2	PO2	5
UNIT - V					
6	a)	Explain various steps involved in a creative process with the help of a neat diagram.	CO3	PO3	5
	b)	“Future consumer” was once a giant in the consumer industry and has gone bankrupt now. Analyze as to what were all the possible conditions that went wrong in their business that caused its downfall.	CO3	PO3	5
	c)	How important is a product development phase in a business. Identify various stages involved in a product development of a new start up.	CO3	PO3	10
OR					
7	a)	Analyze various points that needs to be considered for successful idea generation.Also Discuss various Sources and methods of generating new ideas.	CO3	PO3	10
	b)	Identify various factors affecting the recognition of a successful opportunity. Show the same through a neat block diagram.	CO3	PO3	5
	c)	Suppose a company/business looks for a financial aid in you. What are all the possible questions you would ask the owners of that company/business before you make a strong decision..	CO3	PO3	5
