

U.S.N.

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

Autonomous Institute Affiliated to VTU

June 2025 Semester End Main Examinations

Programme: B.E.

Semester: VI

Branch: Computer Science and Engineering

Duration: 3 hrs.

Course Code: 22CS6HSMAE

Max Marks: 100

Course: Management and Entrepreneurship

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

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.			UNIT - I	CO	PO	Marks
	1	a)	Define Management. Explain Managerial Skills at different organizational hierarchy.	CO1	PO1	5
		b)	Anvitha is a manager in an MNC, identify the functions that she can carry out to meet her responsibilities	CO1	PO1	5
		c)	ABC Corp is a medium-sized manufacturing company that produces electronic 10 components for various industries. The company has been facing challenges related to declining productivity, low employee morale, and increasing turnover rates. Management recognizes the need to address these issues and improve overall performance. They decide to employ different management approaches to tackle the situation. Suggest the best 5 management approaches that could be applied to the scenario suitably.	CO1	PO1	10
			OR			
	2	a)	"All level of Managers spent time in managerial functions". Justify the statement with a neat diagram which provides the different level of managers and the functions they are involved in.	CO1	PO1	5
		b)	Differentiate between Productivity, Effectiveness and Efficiency.	CO1	PO1	5
		c)	"Tata Motors" is a prominent automobile manufacturer and retailer in India. The company aims to provide high-quality vehicles and accessories while ensuring superior customer service. Tata Motors emphasizes innovation and sustainability in its business operations. The company collaborates with its dealers, service stations, marketing teams, and insurance partners to offer seamless services. Design a system approach to management for Tata Motors with a neat block diagram.	CO1	PO1	10

		UNIT - II			
3	a)	Analyze the different types of Plans that exist. Explain them in detail and also provide examples for each.	CO1	PO1	10
	b)	Describe the different types of power and provide suitable examples.	CO1	PO1	5
	c)	Analyze the key aspects of Reengineering the Organization.	CO1	PO1	5
		OR			
4	a)	Explain the key steps involved in the planning process in management. Discuss how each step contributes to effective decision-making and achieving organizational goals.	CO1	PO1	10
	b)	Differentiate between narrow span organizations and wide span organizations with neat diagrams.	CO1	PO1	5
	c)	"Amazon is a global leader in e-commerce and technology, employing millions of people worldwide. Despite offering competitive salaries, the company faces challenges with high employee turnover and dissatisfaction. Analyze the external environment factors that could be influencing employees to leave the company."	CO1	PO1	5
		UNIT - III			
5	a)	Discuss the situational factors that influence staffing decisions in an organization.	CO1	PO1	10
	b)	Interpret the term staffing and explain the concept of system approach to staffing.	CO1	PO1	10
		OR			
6	a)	Several theories exist using which Leadership behavior and styles can be categorized into, analyze and elaborate on the Leadership styles based on use of Authority.	CO1	PO1	10
	b)	Explain the concept of the Managerial Grid developed by Robert Blake and Jane Mouton. Discuss the five different leadership styles identified in the grid and how a manager can use this model to improve their leadership approach in various organizational situations.	CO1	PO1	10
		UNIT - IV			
7	a)	Identify and explain the key characteristics of a successful entrepreneur	CO2	PO2	8
	b)	Describe different Classification of Entrepreneurs Based on Functional Characteristics	CO2	PO2	6
	c)	Discuss the key challenges faced by women entrepreneurs in today's business environment	CO2	PO2	6

			OR			
	8	a)	“Entrepreneurs are born not made” This is a myth because there are various examples in front of us people becoming successful Entrepreneurs and ruling the industry. Analyze All such Myths of Entrepreneurship.	CO2	PO2	8
		b)	Outline various strategies for development of women entrepreneurs	CO2	PO2	6
		c)	Explain the classification of entrepreneurs based on functional characteristics. Discuss the roles and responsibilities of different types of entrepreneurs.	CO2	PO2	6
			UNIT - V			
	9	a)	Bring out the importance of trend analysis by describing all types of trends of next decade also write a short note on scope and value of business plan	CO3	PO3	10
		b)	What are the various points to consider for successful idea generation. Discuss various Sources and methods of generating new ideas.	CO3	PO3	10
			OR			
	10	a)	Design a comprehensive business plan for a new startup in the e-commerce industry. Include key elements such as the business concept, market analysis, marketing strategy, financial plan, and operational plan.	CO3	PO3	10
		b)	Explain the five stages of the product planning and development process. Discuss how each stage contributes to the successful creation and launch of a new product.	CO3	PO3	10
