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

Autonomous Institute Affiliated to VTU

January / February 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.

UNIT - I			CO	PO	Marks
1	a)	Define Management and Explain managerial skills at different organizational levels	1	1	5
	b)	“API Holdings is India's largest digital healthcare platform (based on GMV of products and services sold for the year ended March 31, 2021) which operates an integrated, end-to-end business solving the healthcare needs of consumers through technology and fulfillment capabilities. The custom-built technology platform aims to provide each stakeholder in the healthcare value-chain benefits of an interconnected network. They work closely with and build services for consumers, pharmaceutical companies, wholesalers, pharmacies, hospitals, doctors and clinics, and diagnostic labs. Till date they have acquired 8 companies Latest being Thyrocare in 2021”. Design the Systems approach to management for APIHoldings Pharma company.	2	2	10
	c)	Differentiate between Productivity, Effectiveness and Efficiency	1	1	5
OR					
2	a)	“Managers at all hierachial levels are involved in a range of managerial activities”. Justify this assertion with a well-organized diagram showing the various managerial levels and the functions they are responsible for.	1	1	10
	b)	Temasek Laboratories has recently invested in Manipal chains. Analyze the characteristics this company's management for it to be this successful	1	1	5
	c)	Anvitha is a manager in an MNC, identify the functions that she can carry out to meet her responsibilities	1	1	5

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 - II					
3	a)	Analyze the importance and limitations of rational decision making	2	2	5
	b)	Imagine you're a manager at a software development company, and your team has been tasked with developing a new mobile application. Your company wants to ensure a smooth development process and a successful launch. Identify and describe different types of plans you would create to guide your team through this project.	1	1	10
	c)	Differentiate between narrow span organizations and wide span organizations with neat diagrams.	2	2	5
OR					
4	a)	Analyze the key aspects of reengineering the organization with a neat diagram for management by processes	2	2	5
	b)	Describe the different steps in planning with a neat figure	1	1	10
	c)	Distinguish between programmed and nonprogrammed decisions	1	1	5
UNIT - III					
5	a)	In an Airlines Company many candidates have applied for jobs. People are to be selected for the job. Analyze the systematic approach of the selection procedure.	2	2	10
	b)	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	2	2	10
OR					
6	a)	Bill Gates recognized that his role eas to be visionary of the company, but he needed professional managers to run Microsoft. He combined his unyielding determination and passion with a well-structured management team to make Microsoft the giant it is today. Illustrate with a neat diagram the managerial grid table and provide justification where will Bill Gates belong to in this grid structure	2	2	10
	b)	The current Industrial Training Institutions (ITI) will unveil 150 new courses to generate skilled workforce by converting it into Technology Hubs. It is first of its kind in Karnataka to address Industry 4.0 manpower needs. Analyze the system approach for human resource management with a neat diagram. Discuss in detail how it can be achieved in each of the stages in the system approach	2	2	10

UNIT - IV					
7	a)	Imagine you are the founder of a tech startup aiming to revolutionize online education. You have a small team of passionate individuals, and you have just secured some initial funding from investors. However, you face stiff competition from established players in the market. Despite this, you believe in your vision and are determined to succeed. How would you demonstrate the characteristics of an entrepreneur in this scenario?	2	2	10
	b)	Smt. Sampathi is a Women entrepreneur, wants to set up Garment industry in India. Analyze the challenges that are to be faced by her.	2	2	5
	c)	Analyze the strategies followed by BIOCON India founder Kiran Mazumdar to establish Herself as a successful women entrepreneur	2	2	5
OR					
8	a)	Describe different classification of entrepreneurs based on the personality traits. Provide suitable examples	2	2	10
	b)	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	2	2	5
	c)	Amrita Patel, Chairperson, National Dairy Development Board has been taking the milk cooperative movement in new directions. Today, she has a vision of linking up cooperatives in different states in such a way that milk-deficient states get milk from the surplus states. Identify the major barriers encountered by Women entrepreneur Amrita Patel to come to this position	2	2	5
UNIT - V					
9	a)	Briefly describe entrepreneurial innovation chart and opportunity recognition	3	3	5
	b)	Design a business plan for setting up a Resort with world class Amenities like Club house, swimming pool, Gym, Cafeteria, Artificial Beach etc... Various schemes are provided so that customers get discounts who are Life-members and as well who visit frequently in a year	3	3	10
	c)	Raj wants to introduce new innovations into his mobile manufacturing business. Analyze the different types of methods that Raj could use to generate new ideas	3	3	5
OR					
10	a)	How can an aspiring entrepreneur leverage e-commerce platform to launch a successful business startup?	3	3	5

		b)	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	3	3	10
		c)	Elaborate on different sources new of ideas for entrepreneurs for fruitful results	3	3	5

B.M.S.C.E. - ODD SEM 2024-25