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

Autonomous Institute Affiliated to VTU

## September / October 2023 Supplementary Examinations

**Programme: B.E.**

**Semester: VI**

**Branch: Computer Science and Engineering**

**Duration: 3 hrs.**

**Course Code: 20CS6HSMGE**

**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

1	a) "Different Managerial skills are required to Managers according to organizational hierarchy". Justify the statement with neat diagram.	<b>6</b>
	b) API Holdings is India's largest digital healthcare platform which operates an integrated, end-to-end business solving the healthcare needs of consumers through technology and fulfilment capabilities. Design the system approach to manage the for-API Holdings of Health care company.	<b>10</b>
	c) Analyze about McKinsey's 7-S Framework.	<b>4</b>

### UNIT - II

2	a) "Planning has close relationship with controlling". Justify this statement with neat diagram.	<b>7</b>
	b) List out different types of plans.	<b>3</b>
	c) Godrej Home Appliances Company Manufactures several products and wants to set up its manufacturing plant in new area. Identify the different steps of planning required to do this process.	<b>10</b>

### OR

3	a) Differentiate between Narrow Span and Wide Span organizations.	<b>6</b>
	b) Describe the Bases for selecting from the various alternative courses of action.	<b>4</b>
	c) A Marketing Company is facing the crisis, analyze the different aspects of re-engineering for the company so that losses can reduced.	<b>10</b>

### UNIT - III

4	a) Few managers are to selected in a company. Analyze the systems approach to selection of different managers for a company.	<b>10</b>
	b) Jio Telecom company needs to design jobs for individuals and work teams. Analyze the different aspects required to this process.	<b>10</b>

**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 - IV**

5	a)	Differentiate between Manager and Entrepreneur.	<b>6</b>
	b)	“Entrepreneurs require lots of Creativity”. Justify?	<b>6</b>
	c)	Summarize different aspects goal setting, also describe different type of goals.	<b>8</b>

## **UNIT - V**

6	a)	“Innovation is the key to economic development of any company”. Analyze the various types of it.	<b>6</b>
	b)	Entrepreneurs require opportunities to start a business, analyze the model of opportunity recognition process.	<b>8</b>
	c)	Analyze the various E-Commerce Channels used in business that helps the Entrepreneurs.	<b>6</b>

## **OR**

7	a)	A Business plan is to be prepared for a company. Describe the people's help in preparing it, also describe the scope and value of business plan.	<b>10</b>
	b)	Design a business plan for setting up an online Laundry system that takes care of all terms and conditions with respect to the Laundry system.	<b>10</b>

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