

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

Autonomous Institute Affiliated to VTU

September / October 2023 Supplementary Examinations

Programme: B.E.

Branch: Computer Science and Engineering

Course Code: 20CS6HSMGE

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

- 1 a) "Different Managerial skills are required to Managers according to organizational hierarchy". Justify the statement with neat diagram. **6**
- 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. **10**
- c) Analyze about McKinsey's 7-S Framework. **4**

UNIT - II

- 2 a) "Planning has close relationship with controlling". Justify this statement with neat diagram. **7**
- b) List out different types of plans. **3**
- 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. **10**

OR

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

UNIT - III

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

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

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

UNIT - V

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

OR

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|---|----|--|-----------|
| 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. | 10 |
| | 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. | 10 |
