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

Autonomous Institute Affiliated to VTU

August 2024 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			CO	PO	Marks
1	a)	Define Management. Explain Managerial Skills at different organizational hierarchy.	<i>CO1</i>	<i>PO1</i>	6
	b)	Differentiate between Productivity, Effectiveness and Efficiency.	<i>CO1</i>	<i>PO 1</i>	6
	c)	Identify the approach to management for the following and describe their characteristics and limitations with examples. 1. Managerial practice depends on circumstances 2. Management as a logical process 3. Strategic management 4. Management based on Classical managerial functions	<i>CO1</i>	<i>PO1</i>	8
UNIT - II					
2	a)	Analyze the problems with Organizational levels and describe the different span of management.	<i>CO1</i>	<i>PO1</i>	6
	b)	Differentiate between 10-10-10 decision making and bounded rationality.	<i>CO1</i>	<i>PO1</i>	6
	c)	Mitsubishi's automotive origins date back to 1917, when the Mitsubishi Shipbuilding Co., Ltd., introduced the Mitsubishi Model, a Japan's first series-production automobile. An entirely hand-built seven-seater sedan based on the Fiat Tipo 3, it proved expensive compared to its American and European mass-produced rivals, and was discontinued in 1921 after only 22 had been built. But in 1937 the company developed the PX33, a prototype sedan for military use. Now the company wants to develop a full fledged passenger car based on the prototype developed. Develop a feasibility course of action that Mitsubishi Automotive must follow to ensure their plan is successful in the market	<i>CO1</i>	<i>PO1</i>	8
OR					
3	a)	WalMart's U.S. Market got saturated and thus in the year 2006, it thought of expanding to international markets but the expansion created lot of problems even in countries where the company was relatively successful, most of them were due to shortcomings in	<i>CO1</i>	<i>PO1</i>	6

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.

		applying the MBO concepts. Analyze the weaknesses of Management by objectives and explain.			
	b)	Hatim Tyabji was the CEO of Verifone, Inc a highly respected Company in Telecommunication industry, the Company, encountered difficulties in 2000 because of differences at the Superior management level due to delegation of authority. As poor or inept delegation is one of the causes of managerial failures, elaborate on the personal attitudes towards delegation that resulted in company's failure.	CO1	PO1	6
	c)	Many Hotels earlier were offering food and other services in their premises. But, because of the pandemic situation, the hotel businesses have suffered huge loss. Interpret the key aspects of Reengineering approach applied by Hotels to reduce costs and finding ways to improve the business with relevant diagram and justification.	CO1	PO1	8
	UNIT - III				
4	a)	Amazon the largest private employer with over a million people. Amazon paid low-wages, yet employees were generally happy, most of them did not want to take the risk of changing the company because of various factors. Analyze the situational factors that affect staffing for which the employees did not leave amazon.	CO1	PO1	6
	b)	Differentiate between Trait approach and charismatic approach to leadership.	CO1	PO1	6
	c)	Several theories exist using which Leadership behaviour and styles can be categorized into, analyse and elaborate on the Leadership Styles based on use of Authority.	CO1	PO1	8
	UNIT - IV				
5	a)	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.	CO2	PO2	6
	b)	Identify the strategies that you can suggest in capacity building for Entrepreneurship and explain with examples.	CO2	PO2	6
	c)	Identifying your dominant personality theme and understanding how you operate in your business helps in giving your company the best part of you. Analyze the categories of entrepreneurs based on this criterion with a brief explanation for each of them.	CO2	PO2	8

UNIT - V					
6	a)	<p>For the following scenarios identify the fruitful sources of ideas for Entrepreneurs and explain the same</p> <p>(i) A promotional and regulatory measure mandated the replacement of the unhygienic reusable bottles by disposable blood bags for blood transfusion</p> <p>(ii) An entrepreneur after extensive analysis transformed the basement of his house to Fitness Centre and organic products stores</p> <p>(iii) Kim Hyun Suk, CEO of Samsung would frequently visit competitive stores focusing not on what the competitive store did badly but rather on what it was doing very well</p> <p>(iv) A Car accessories company found out from a sales executive of a large car showroom that the reason his accessories were not selling well was the quality and the color</p>	<i>CO3</i>	<i>PO3</i>	6
	b)	Justify that careful evaluation at each of the stages of product planning and development process has to be applied by all companies either big or small	<i>CO3</i>	<i>PO3</i>	6
	c)	Design a business plan for setting up a Resort with world class Amenities like Club house, swimming pool, Gym, Cafeteria and Artificial Beach.	<i>CO3</i>	<i>PO3</i>	8
OR					
7	a)	Analyze the different control elements which can be adapted by the entrepreneur for measuring plan progress	<i>CO3</i>	<i>PO3</i>	6
	b)	<p>Identify the purpose of the business plan if the audience is</p> <ul style="list-style-type: none"> i. The entrepreneur ii. An Investor and iii. The Market/buyer. <p>Explain how the plan might be adapted for these different audiences.</p>	<i>CO 3</i>	<i>PO3</i>	6
	c)	It is fundamental in the entrepreneurial process that entrepreneurs must have the ability to recognize a business opportunity. Analyze the model that identifies the aspects of opportunity recognition.	<i>CO3</i>	<i>PO3</i>	8
