

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: 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.

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)	“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)	Analyze the importance and limitations of rational decision making.	CO1	PO1	5
		c)	Mahindra 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
			OR			
	2	a)	Define Management. Explain Managerial Skills at different organizational hierarchy.	CO1	PO1	5
		b)	Differentiate between Productivity, Effectiveness and Efficiency.	CO1	PO1	5
		c)	TechNova Ltd. is a medium-sized manufacturing company that produces electronic 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 five management approaches that could be applied to the scenario suitably.	CO1	PO1	10

		UNIT - II			
3	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)	Describe the different types of power and provide suitable examples.	CO1	PO1	5
	c)	Tesla is a prominent innovator in the electric vehicle and clean energy industry, recognized for its cutting-edge technology and ambitious goals. Although the company offers attractive compensation and growth opportunities, it struggles with retaining talent due to high employee turnover. Analyze the external environmental factors that could be contributing to employee dissatisfaction and departures.	CO1	PO1	5
		OR			
4	a)	As a newly appointed manager at a growing startup, you are tasked with setting a strategic direction for the next five years. To ensure effective execution, you need to understand the various types of organizational plans. Identify and explain the different types of plans used in business management, providing detailed descriptions and relevant examples for each.	CO1	PO1	10
	b)	Differentiate between narrow span organizations and wide span organizations with neat diagrams.	CO1	PO1	5
	c)	Analyze the key aspects of Reengineering the Organization.	CO1	PO1	5
		UNIT - III			
5	a)	Discuss the importance of analytical thinking and problem-solving abilities for a manager in handling complex business challenges.	CO1	PO1	10
	b)	Interpret the term staffing and explain the concept of system approach to selection.	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)	Discuss the situational factors that affect staffing decisions in an organization.	CO1	PO1	10
		UNIT - IV			
7	a)	Analyze the internal and external problems entrepreneurs face and suggest strategies to overcome them.	CO2	PO2	8
	b)	Describe different Classification of Entrepreneurs Based on Types of Entrepreneurial Business	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)	Analyze the various factors influencing the development of women entrepreneurs	CO2	PO2	6
		c)	Explain the classification of entrepreneurs based on Developmental angle. Discuss the roles and responsibilities of different types of entrepreneurs.	CO2	PO2	6
			UNIT - V			
	9	a)	Design a business plan for a Makemytrip.com. The Tours intends to provide individual and group travel to leisure clients. Services and products provided will initially include pre-arranged tours, custom packages according to client's specifications, travel consultation, and as time progresses making reservations for lodging amongst other related services. Make suitable assumptions to come up with the plan.	CO3	PO3	10
		b)	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.	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
