

U.S.N.

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

Autonomous Institute Affiliated to VTU

July 2023 Semester End Main Examinations

Programme: B.E.

Branch: Computer Science and Engineering

Course Code: 20CS6HSMGE

Course: Management and Entrepreneurship

Semester: VI

Duration: 3 hrs.

Max Marks: 100

Date: 14.07.2023

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)	Design an appropriate management approach based on the scenario provided below: i. Wipro have highly diversified concept of industry expansion ii. People Tree hospital iii. Abhalashrama, a service sector iv. Justify why Mintzberg's management approach failed when different sector of organization was considered.	CO1	PO1	10
		b)	Amazon is an open system made up of interrelated and inter-dependent parts that interact as sub-systems with respect to customer, product and service. Analyze a suitable framework for amazon for their system approach to management	CO1	PO1	10
			UNIT - II			
	2	a)	Elon Musk has presented the latest prototype of a humanoid robot, Optimus, which has being developed by his Tesla electric car company. Illustrate the details involved in the planning which would create the success of the humanoid in the market in the near future.	CO1	PO1	10
		b)	Yumist was a startup company which targeted home-cooked food delivery. It had nearly 3 million dollar as a fund raising during the year 2014. A business model with a high burn rate that required extensive capital beyond Yumist's reach for achieving growth. Enough funding was also not available to run the startup. So the startup had to shut down. Discuss in detail what should have been the System approach for its management by objective with a neat diagram.	CO1	PO1	10
			OR			

3	a)	In a business environment evidence-based decision making allows the firm to move ahead and make further decisions. The process of diagnosis derives knowledge from the observation of the actual and available data. i. Paraphrase the seven steps discussed by Janis and Mann for a rational decision process. ii. What is the importance of evaluation of alternatives? With a neat diagram discuss the three mechanism which can be considered? iii. For managers in a company what is the rule to be followed for decision making? Analyze.	CO1	PO1	10
	b)	i. With a neat diagram discuss the importance of feasibility studies and feedback which any organization must consider in organizing process. ii. Summarize the limitation of recentralization for any organization.	CO1	PO1	10
		UNIT - III			
4	a)	Ms. Kiran Mazumdar-Shaw recognized that her role was to be the visionary of the company, but she needed professional managers to run her Company. She combined her unyielding determination and passion with a well-structured management team to make Biocon Limited, the giant it is today. Illustrate with a neat diagram the managerial grid table and provide justification as to where Ms. Kiran Mazumdar-Shaw belong to, in this grid structure.	CO1	PO1	10
	b)	Discuss the various factors a leader must hold based on: i. Leadership qualities ii. Ingredient iii. Style of authority.	CO1	PO1	10
		UNIT - IV			
5	a)	i. Illustrate with a neat diagram the entrepreneurial development process ii. Alexander Gram Bell found the Hearing aid for Deaf. Provide what could have been the five steps involved by Bell in the creative process during this idea generation.	CO2	PO2	10
	b)	FieldFresh is a supply chain for baby corn across Punjab and Maharashtra. They have their market spread across the global. Discuss how problem solving, goal orientation and goal setting are important phases for FieldFresh to grow progressively.	CO2	PO2	10
		UNIT - V			
6	a)	Samridhi is a BPO (Business process Outsourcing) in Lucknow. There are seventy five such competing BPOs in and around Lucknow. Design a suitable business plan for which Samridhi can make good profit.	CO3	PO3	10

	b)	In the fourth industrial revolution, a rapid technological change proceeds in the manufacturing industry which has lead to steep growth in the production. What are the steps involved in product planning and development process?	CO3	PO3	10
		OR			
7	a)	Lava International Limited is a leading Mobile Handset Company in India and has expanded its operations to multiple countries across the world. Right from its inception Lava has been at the forefront of building a strong ecosystem of design and manufacturing of mobile handsets. Design a business plan emphasizing the technology readiness to penetrate into the market which have other competitive features.	CO3	PO3	10
	b)	The Farmer's Dog company was found in 2014 by two dog lovers. Six years later, they were delivering millions of meals monthly. The website operates on a subscription basis, sending freshly-made dog food directly to customers' doors. They have several varieties of food available, and use a survey to help their users decide which type to get and what portion sizes each individual dog needs. Discuss the idea generation and trend analysis for the Farmer's Dog and also list and explain the different trends.	CO3	PO3	10
