

U.S.N.

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

Autonomous Institute Affiliated to VTU

## October 2024 Supplementary Examinations

Programme: B.E.

Semester: IV

Branch: Industrial Engineering and Management

Duration: 3 hrs.

Course Code: 23IM4PCMAE

Max Marks: 100

Course: Management &amp; Entrepreneurship

**Instructions:** 1. Answer any FIVE full questions, choosing one full question from each unit.  
2. Missing data, if any, may be suitably assumed.

<b>Important Note:</b> Completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages. Revealing of identification, appeal to evaluator will be treated as malpractice.			<b>UNIT - I</b>	<b>CO</b>	<b>PO</b>	<b>Marks</b>
	1	a)	What are the functions of Management? Indra Nooyi of Pepsi made a turnaround in the company in all the sectors of its soft drinks business in India. Explain your takeaway with reference to the functions of management from this example.	CO1 CO2	PO1 PO2	10
		b)	Explain with illustrations the Modern Management Approaches that are adopted by forward looking Managements to manage enterprises?	CO1	PO1	10
			<b>UNIT - II</b>			
	2	a)	How to establish the planning premises and prepare the planning steps at all levels? Explain with the aid of an illustration.	CO2, CO3	PO2	10
		b)	Compare a Centralized Organization setup with that of a Decentralized Organization with the illustration of 'Delhi Metro' case. How the concept of 'Span of Control' visualized in either of the cases.	CO2, CO3	PO2	10
			<b>UNIT - III</b>			
	3	a)	Explain the impact on the employees by the leaders of business pursuing different 'Leadership Styles' with an example each style.	CO1, CO2	PO1, PO2	06
		b)	With the help of theories of motivation(any three) explain the human behaviour (of a manager) in understanding his/her subordinates while he/she embarks upon the path of achieving the organizational goals.	CO1, CO2	PO1, PO2	06
		c)	Explain the techniques of Co-ordination adopted in industrial management?	CO1	PO1	08
			<b>UNIT - IV</b>			
	4	a)	Explain the role of Entrepreneurs in propelling economic growth in India to reach '\$5tn'? Justify your view with two illustrations.	CO1, CO2	PO1, PO2	06

	b)	Explain, in India, the barriers that an Entrepreneur will have to cross to make a resounding difference in the business ecosystem?	CO1, CO2	PO1, PO2	<b>06</b>
	c)	Is 'Startup India' program of the Government in its 11 <sup>th</sup> year of implementation a success or a failure. Explain your views.	CO2, CO3	PO2	<b>08</b>
		<b>OR</b>			
5	a)	How do you understand a SSI? Explain the challenges faced by SSIs and mention measures that will be needed to mitigate them.	CO1, CO2	PO1, PO2	<b>08</b>
	b)	Has New Economic policy brought in 1990s retained its relevance in the present India? Give your reasons.	CO1, CO2	PO1, PO2	<b>08</b>
	c)	Explain the role of WTO under GATT with one example.	CO1, CO2	PO1, PO2	<b>04</b>
		<b>UNIT - V</b>			
6	a)	Name and explain the role of any four government agencies that are to assist the growth of SSIs in the Karnataka?	CO1, CO2	PO1, PO2	<b>08</b>
	b)	Analyse the marketing challenges faced by SSIs in the state and how can be overcome by Government's intervention?	CO2, CO3	PO2	<b>08</b>
	c)	Often land acquisition for industrial growth programs end up in unresolvable disputes? Explain the way to resolve them.	CO2, CO3	PO2	<b>04</b>
		<b>OR</b>			
7	a)	How to identify a favorable opportunity for a Project? Explain.	CO3, CO4	PO1, PO9, PO10	<b>08</b>
	b)	Explain an illustration the different types of feasibility studies conducted on any project.	CO3, CO4	PO1, PO9, PO10	<b>08</b>
	c)	Explain the need and content of a project report with the help of an illustration.	CO3, CO4	PO1, PO9, PO10	<b>04</b>

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