

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

Autonomous Institute Affiliated to VTU

August 2024 Semester End Main Examinations**Programme: B.E.****Branch: Industrial Engineering & Management****Course Code: 23IM4PCMAE****Course: Management and Entrepreneurship****Semester: IV****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.

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)	Define the term “Management” as illustrated by Peter Drucker and Mary Parker Follett	CO 1	PO1	05
		b)	Explain Management and Administration. Compare and discuss elaborately. Illustrate with a sketch.	CO 1	PO1	15
			UNIT – II			
	2	a)	What do you mean by “Planning”, give its importance, discuss any five factors	CO 1	PO1	10
		b)	Describe the term “Committee”, what are its advantages and disadvantages	CO 1	PO1	10
			OR			
	3	a)	Discuss briefly JRD’s Decentralization and Ratan’s Centralization approach	CO 2	PO2	15
		b)	Explain importance of staffing	CO 1	PO1	05
			UNIT - III			
	4	a)	Explain how “Maslow’s theory of Hierarchy of Needs” can be applied in life. Illustrate with a sketch.	CO 2	PO2	10
		b)	List different types of Leadership styles, Explain any TWO	CO 1	PO1	10
			UNIT – IV			
	5	a)	What do you understand by the term “ Entrepreneur”, how he is different from businessman ,list out functions of an entrepreneur	CO 1	PO1	10
		b)	Classify different types of entrepreneurs , give a brief description of each of them	CO 1	PO1	10
			OR			
	6	a)	Discuss the Characteristics of “Small scale Industry”.	CO 1	PO1	10
		b)	Explain, what is “GATT”, what were the basic principles of WTO	CO 1	PO1	10
			UNIT – V			
	7	a)	Give out the meaning of a Project and explain the need & significance of Project Report.	CO 1	PO1	10
		b)	List out the “Contents of a Project Report”, write briefly about each term	CO 1	PO1	10
