

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.

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

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.