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

Autonomous Institute Affiliated to VTU

September / October 2024 Supplementary Examinations

Programme: B.E.

Semester: V

Branch: Industrial Engineering and Management

Duration: 3 hrs.

Course Code: 22IM5PCMAE

Max Marks: 100

Course: Management & Entrepreneurship

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		<i>CO</i>	<i>PO</i>	Marks
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.	1	a)	Identify and explain the basic functions of management taking the case of 'Transformation of PepsiCo' as an illustration?		<i>CO1</i>	<i>PO1</i>	06
		b)	Explain the new role and responsibilities of management with the help of 'Anand Mahindra's Two Cents worth of IT Industry case study'.		<i>CO1</i> <i>CO2</i>	<i>PO1</i> <i>PO2</i>	06
		c)	Explain with illustrations the Modern Management Approaches that are adopted by forward looking Managements to manage enterprises?		<i>CO1</i>	<i>PO1</i>	08
			UNIT - II				
	2	a)	'Analyse the case of 'The Taj Mahal : An epitome of meticulous Planning' to establish the planning premises and planning steps at all levels. - Explain.		<i>CO2</i> <i>CO3</i>	<i>PO2</i>	06
		b)	Compare a Centralized Organization setup with that of a Decentralized Organization with the illustration of 'Delhi Metro' case.		<i>CO2</i> <i>CO3</i>	<i>PO2</i>	06
		c)	In the context of understanding 'Span of Control' in an organization explain with an example the 'Sense of Authority' and 'Sense of Responsibility'.		<i>CO1</i>	<i>PO1</i>	08
			UNIT - III				
	3	a)	Explain Leadership Styles with an example for each style and their impact on the employees.		<i>CO1</i> <i>CO2</i>	<i>PO1</i> <i>PO2</i>	06
		b)	Explain the salient features of any three motivation theories in management and how they influence the behaviour of Managers in an enterprise.		<i>CO1</i> <i>CO2</i>	<i>PO1</i> <i>PO2</i>	06
		c)	Explain the techniques of Co-ordination adopted in industrial management?		<i>CO1</i>	<i>PO1</i>	08

UNIT - IV					
4	a)	Can Entrepreneurship play the role of a prime driver of economic growth in India? Justify your view with two illustrations.	<i>CO1 CO2 CO3</i>	<i>PO1 PO2</i>	06
	b)	‘Entrepreneurship is dependent upon a purposeful and systematic innovator. It includes not only the independent business but also company directors and managers who actually carry out innovative functions’ – thus Entrepreneurship was defined by an expert. In the above context, explain the barriers that an Entrepreneur will have to cross in India to make a resounding difference?	<i>CO1 CO2 CO3</i>	<i>PO1 ,PO2</i>	06
	c)	Explain the challenges faced by ‘Start Ups’ in India even when there is policy support from the Union Government?	<i>CO2, CO3</i>	<i>PO2</i>	08
OR					
5	a)	Define SSI. Explain the challenges faced by SSIs currently in the country and mention the measures that would address those challenges.	<i>CO1 CO2 CO3</i>	<i>PO1 PO2</i>	06
	b)	Is Liberalisation-Privatisation-Globalisation policy relevant in the present times in our country? Give your reasons.	<i>CO1 CO2</i>	<i>PO1 PO2</i>	06
	c)	Enumerate the role of WTO in resolving disputes under GATT with one example.	<i>CO1 CO2</i>	<i>PO1 PO2</i>	08
UNIT - V					
6	a)	Name and explain the role of three government institutions that are established to assist the growth of SSIs in the Karnataka?	<i>CO1 CO2 CO3</i>	<i>PO1 PO2</i>	06
	b)	Analyse the marketing avenues available for SSIs in the country and indicate the limitations that are to be overcome by government’s involvement?	<i>CO2 CO3</i>	<i>PO2</i>	06
	c)	What are the reasons behind the land owners’ reluctance to give away their land during land acquisition programmes for developmental activities initiated by the governments anywhere in our country? Could they have been handled differently?	<i>CO2 CO3</i>	<i>PO2</i>	08
OR					
7	a)	What is a ‘Project’? How to identify a favourable opportunity for it? Explain.	<i>CO3 CO4</i>	<i>PO1 PO9 PO10</i>	06
	b)	Explain the importance of conducting a feasibility study on any project?	<i>CO3 CO4</i>	<i>PO1 PO9 PO10</i>	06
	c)	How to prepare a project report for an Entrepreneurial opportunity	<i>CO3 CO4</i>	<i>PO1 PO9 PO10</i>	08