

U.S.N.

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

Autonomous Institute Affiliated to VTU

September / October 2024 Supplementary Examinations**Programme: B.E.****Branch: Industrial Engineering and Management****Course Code: 22IM5PCMAE****Course: Management & Entrepreneurship****Semester: V****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)	Identify and explain the basic functions of management taking the case of 'Transformation of PepsiCo' as an illustration?	CO1	PO1	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'.	CO1 CO2	PO1 PO2	06
		c)	Explain with illustrations the Modern Management Approaches that are adopted by forward looking Managements to manage enterprises?	CO1	PO1	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.	CO2 CO3	PO2	06
		b)	Compare a Centralized Organization setup with that of a Decentralized Organization with the illustration of 'Delhi Metro' case.	CO2 CO3	PO2	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'.	CO1	PO1	08
			UNIT - III			
	3	a)	Explain Leadership Styles with an example for each style and their impact on the employees.	CO1 CO2	PO1 PO2	06
		b)	Explain the salient features of any three motivation theories in management and how they influence the behaviour of Managers in an enterprise.	CO1 CO2	PO1 PO2	06
		c)	Explain the techniques of Co-ordination adopted in industrial management?	CO1	PO1	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.	CO1 CO2 CO3	PO1 PO2	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?	CO1 CO2 CO3	PO1 ,PO2	06
	c)	Explain the challenges faced by 'Start Ups' in India even when there is policy support from the Union Government?	CO2, CO3	PO2	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.	CO1 CO2 CO3	PO1 PO2	06
	b)	Is Liberalisation-Privatisation-Globalisation policy relevant in the present times in our country? Give your reasons.	CO1 CO2	PO1 PO2	06
	c)	Enumerate the role of WTO in resolving disputes under GATT with one example.	CO1 CO2	PO1 PO2	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?	CO1 CO2 CO3	PO1 PO2	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?	CO2 CO3	PO2	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?	CO2 CO3	PO2	08
		OR			
7	a)	What is a 'Project'? How to identify a favourable opportunity for it? Explain.	CO3 CO4	PO1 PO9 PO10	06
	b)	Explain the importance of conducting a feasibility study on any project?	CO3 CO4	PO1 PO9 PO10	06
	c)	How to prepare a project report for an Entrepreneurial opportunity	CO3 CO4	PO1 PO9 PO10	08
