

BALLARI INSTITUTE OF TECHNOLOGY & MANAGEMENT

(Autonomous Institute under Visvesvaraya Technological University, Belagavi)

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Course Code

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Sixth Semester B.E. Degree Examinations, September/October 2024

MANAGEMENT AND ENTREPRENEURSHIP

Duration: 3 hrs

Max. Marks: 100

Note: 1. Answer any FIVE full questions choosing ONE full Question from each Module.
2. Missing data, if any, may be suitably assumed

<u>Q.No</u>	<u>Question</u>	<u>Marks</u>	<u>(RBTL:CO:PI)</u>
<u>Module-1</u>			
1.	a. Define management. Explain the functions of management.	06	(2:1:8:2:2)
	b. Describe the managerial skills required at various levels of management.	07	(2:1:8:2:2)
	c. Distinguish between management and administration.	07	(2:1:8:2:2)
(OR)			
2.	a. Explain the social responsibilities of business towards different groups.	06	(2:1:8:2:2)
	b. Define social audit. Explain its benefits and limitations.	07	(2:1:8:2:2)
	c. What is corporate governance? List the benefits of good corporate governance.	07	(2:1:8:2:2)
<u>Module-2</u>			
3.	a. Explain the steps involved in planning.	06	(2:2:9:2:1)
	b. Bring out the differences between strategic and tactical planning.	07	(2:2:9:2:1)
	c. Explain all the steps in rational decisional making with a neat diagram.	07	(2:2:9:2:1)
(OR)			
4.	a. Explain the classification of departmentation.	06	(2:2:9:2:1)
	b. Define organization. Briefly explain the principles of organizing.	07	(2:2:9:2:1)
	c. Differentiate between company public and company private.	07	(2:2:9:2:1)
<u>Module-3</u>			
5.	a. Define staffing. Explain the steps in recruitment.	06	(2:3:9:2:1)
	b. Explain Maslow's need-hierarchy theory of motivation with neat representation.	07	(2:3:9:2:1)
	c. Discuss autocratic, democratic and free-rein leadership styles.	07	(2:3:9:2:4)
(OR)			
6.	a. Define controlling. Explain the steps in controlling.	06	(2:3:9:2:1)
	b. Explain the techniques of coordination.	07	(2:3:9:2:1)

Note: (RBTL - Revised Bloom's Taxonomy Level: CO - Course Outcome: PI- Performance Indicator)

c. Explain the methods of establishing control. 07 (2:3:9:2:4)

Module-4

7. a. Explain the characteristics of an entrepreneur. 06 (2:4:9:3:1)
b. Define entrepreneurship. Explain the myths about entrepreneurship. 07 (2:4:9:3:1)
c. List the problems faced by entrepreneur. 07 (2:4:9:3:1)

(OR)

8. a. Describe various methods that can be used for generating business ideas. 06 (2:4:9:3:1)
b. Explain the tips for better market entry strategy in India. 07 (2:4:9:3:1)
c. List the types of feasibility analysis. Explain any five types in detail. 07 (2:4:9:3:1)

Module-5

9. a. Explain the business model design process with neat representation. 06 (2:5:11:2:1)
b. Outline the need and scope of business plan. 07 (2:5:11:2:1)
c. Why some business plan fails? 07 (2:5:11:3:2)

(OR)

- 10 a. Define GDP. List the different ways of measuring GDP. 06 (2:5:11:2:1)
b. Explain the government schemes for funding business. 07 (2:5:11:2:1)
c. Explain the role of the following in financing a business. 07 (2:5:11:3:2)
(i) Venture Capital (ii) Angel Investing.

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