

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 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:PO)</u>
Module-1			
1.	a. Define the term Management. Explain the importance of Management.	6	2:1:8
	b. Discuss the different roles that a manager plays in an Organisation.	8	2:1:8
	c. Illustrate the Skills and Levels of Management with neat representation.	8	2:1:8
OR			
2.	a. Explain the terms a) Social Responsibility b) Business Ethics c) Corporate Governance.	6	2:1:8
	b. Explain the social responsibilities of business towards different groups.	8	2:1:8
	c. Define Social Audit. Explain its benefits and limitations.	8	2:1:8
Module-2			
3.	a. Define Planning. Explain the steps involved in Planning.	6	2:2:9
	b. Differentiate between Strategic Planning and Tactical Planning.	8	2:2:9
	c. Mention the types of Decisions. Explain any four in detail.	8	2:2:9
OR			
4.	a. Define Organization. Explain the principles of Organizing.	6	2:2:9
	b. Explain the classification of Departmentation.	8	2:2:9
	c. Explain Committee. State the merits and demerits of a committee.	8	2:2:9
Module-3			
5.	a. Define Staffing. Explain the steps in Recruitment.	6	2:3:8
	b. Explain Herzberg's two factor theory of motivation.	8	2:3:8
	c. Illustrate the behavioral approach of leadership styles with a neat diagram.	8	2:3:8
OR			
6.	a. What is Directing? Explain the need for Directing.	6	2:3:8
	b. Define Controlling and Explain the steps in Controlling.	8	2:3:8
	c. Explain the techniques of Coordination.	8	2:3:8

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

Module-4

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| 7. | a. | Define an entrepreneur. Explain the characteristics of an entrepreneur. | 6 | 2:4:9 |
| | b. | Explain the stages in Entrepreneurial Process. | 8 | 2:4:9 |
| | c. | List the problems faced by Entrepreneurs. | 8 | 2:4:9 |

OR

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| 8. | a. | Explain the different ways to generate business ideas. | 6 | 2:4:9 |
| | b. | Explain how to identify a business opportunity. | 8 | 2:4:9 |
| | c. | Write a note on Feasibility Analysis. | 8 | 2:4:9 |

Module-5

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| 9. | a. | Explain the phases of Business Model Design Process. | 6 | 2:5:11 |
| | b. | Why do Business Plan Fails? Explain. | 8 | 2:5:11 |
| | c. | Briefly explain the terms Exchange rate and GDP. | 8 | 2:5:11 |

OR

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| 10 | a. | Explain the role of the following in financing a business.
i) Venture Capital ii) Angel Investing. | 6 | 2:5:11 |
| | b. | Explain the procedure for getting license and registration for business startup. | 8 | 2:5:11 |
| | c. | Explain the challenges and difficulties in starting an enterprise. | 8 | 2:5:11 |

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