

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)

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

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| 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)

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| 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

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| 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)

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| 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.
(i) Venture Capital (ii) Angel Investing. | 07 | (2:5:11:3:2) |

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