

Roll No .....

**AU/ME/IP/IEM/FT/TX/PR - 501****B.E. V Semester**

Examination, December 2015

**Entrepreneurship and Management Concepts****Time : Three Hours****Maximum Marks : 70**

- Note:** i) Answer five questions. In each question part A, B, C is compulsory and D part has internal choice.  
 ii) All parts of each question are to be attempted at one place.  
 iii) All questions carry equal marks, out of which part A and B (Max. 50 words) carry 2 marks, part C (Max. 100 words) carry 3 marks, part D (Max. 400 words) carry 7 marks.  
 iv) Except numericals, Derivation, Design and Drawing etc.

1. a) Define 'customer delight'. State factors affecting it.  
 b) Compare functional and cross functional systems.  
 c) Explain law of requisite variety with examples.  
 d) Compare feedback (pull) and feed forward (push) controls related to a system.

OR

Discuss IPO model and compare it with Steven Alter's nine element work model.

2. a) Define uncertainty and adaptability. State the importance of management.  
 b) Explain the concept span and line control.  
 c) Discuss line, staff and matrix organisation.  
 d) What is BCG Matrix? Explain the concept and applicability.

OR

State the methods of stress management. Explain Maslow's need hierarchy theory.

3. a) Define the terms: marketing, selling, consumer, and advertising.  
 b) What do you understand by business ownership? State its types.  
 c) Discuss the important advertising methods with suitable examples.  
 d) Explain the role of 4 P's (product, price, placement and promotions) on social marketing.

OR

Discuss the Break-even point (BEP) and Financial Ratio Analysis.

4. a) Define the term TQM. How it affects the overall cost of the product?  
 b) Discuss factors affecting productivity with suitable examples.  
 c) Define the terms:  
 Cost of quality, time study, method study  
 d) Define Plant Layout. State and compare its types.

OR

What do you mean by Lean Manufacturing? Discuss in details from concept to applications.

5. a) Compare Entrepreneur with Manager. State qualities of entrepreneur.  
 b) State about entrepreneur traits and behaviour.  
 c) What do you mean by opportunity analysis?  
 d) Discuss about Entrepreneur Development Program (EDP).

OR

Discuss Theories of Entrepreneurship in detail.

Roll No .....

**CE - 501**

**B.E. V Semester**

Examination, December 2015

**Transportation Engineering - II**

**Time : Three Hours**

**Maximum Marks : 70**

- Note:** i) Answer five questions. In each question part A, B, C is compulsory and D part has internal choice.  
ii) All parts of each question are to be attempted at one place.  
iii) All questions carry equal marks, out of which part A and B (Max. 50 words) carry 2 marks, part C (Max. 100 words) carry 3 marks, part D (Max. 400 words) carry 7 marks.  
iv) Except numericals, Derivation, Design and Drawing etc.

1. a) Define superelevation.  
b) Explain extra widening requirement.  
c) Discuss method of providing camber.  
d) Derive an expression for finding stopping sight distances.

OR

Discuss various road patterns in detail.

2. a) Explain uses and functions of seal coat.  
b) Explain WBM and IBM.  
c) Discuss advantages and disadvantages of rigid pavements.  
d) Draw a neat sketch of expansion joint. Explain functions of different parts.

OR

Explain briefly CBR method of flexible pavement design.

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