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Roll No

AU/FT/IP/ME/TX - 501

B.E. V Semester

Examination, December 2012

Entrepreneurship and Management Concept

Time : Three Hours

Maximum Marks : 70/100

Note: Attempt *One* question from each unit
All questions carry equal marks.

Unit - I

- I. Define feed back (pull) & feed forward (push) controls?
Explain about open and closed system? 20

OR

- II. Write short notes on 20
(a) Profit and loss account
(b) Six Sigma

Unit - II

- III. "Organization chart provides a broad picture of authority and their relationships in organization structure" Discuss and describe the limitation of organization chart? 20

OR

- IV Explain Maslow's theory of need hierarchy? 20

Unit - III

- V Define marketing management? How finance management play an important role in marketing management? 20

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OR

- VI The initial investment on a fire fighting vehicle is Rs 56125.
The cash flow for five years are 20

year	first	Second	Third	Fourth	Fifth
Cashflow	14000	16,000	18,000	20,000	25000

at 10% discount rate. Calculate pay back period and net present value? Also decide weather this investment feasible or not?

Unit - IV

- VII How does the production and operation management functions distinguish itself from other function of management? 20

OR

- VIII What is total quality management (TQM)? How TQM play an important role in an organization? 20

Unit - V

- IX Explain the theory of an entrepreneur? 20

OR

- X. What are the available sources of funds for an organization explain. 20
