

B.E. / B.Tech. Instrumentation Engineering (Model Curriculum) Semester-V
IN502M / Prof1 - Professional Management Entrepreneurship Skills

P. Pages : 1



Time : Three Hours

GUG/S/25/14022

Max. Marks : 80

-
- Notes : 1. All questions carry marks as indicated.
2. Due credit will be given to neatness and adequate dimensions.
3. Assume suitable data wherever necessary.

- 1.** a) Describe briefly the various elements of good organization. **8**
b) Define organization and discuss about the necessity of organization. **8**
- 2.** a) Differentiate between administration, Management and organization. **8**
b) Discuss the advantages of good organization. **8**
- 3.** a) Explain the steps involved in staffing. **8**
b) Define recruitment. Describe the various sources of recruitment in brief. **8**
- 4.** a) Name the various functions of Management. Describe any one of them in brief. **8**
b) What is motivation? Explain its importance. **8**
- 5.** a) Explain the process of market research. **8**
b) Write down the different advertising media. **8**
- 6.** a) Write a short note on 'channel of distribution'. **8**
b) Elaborate the methods of purchasing with their advantages and disadvantages. **8**
- 7.** a) What are the functions of storekeeping? **8**
b) Define inventory. Give brief classification of inventories. **8**
- 8.** a) Name the various types of records maintained in stores and explain any two of them in brief. **8**
b) What are the objectives of storekeeping? **8**
- 9.** a) Elaborate the need for promotion of Entrepreneurship and small business. **8**
b) List out and describe the factors influencing Entrepreneurship. **8**
- 10.** a) Discuss the importance of market survey in Entrepreneurship. **8**
b) Write a short note on concept of Entrepreneur and Entrepreneurship. **8**
