

**IS336**

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M S RAMAIAH INSTITUTE OF TECHNOLOGY

(AUTONOMOUS INSTITUTE, AFFILIATED TO VTU)

BANGALORE – 560 054

SEMESTER END EXAMINATIONS –JANUARY 2016

Course & Branch : **B.E.- Information Science & Engg.** Semester : **III**
Subject : **Management and Entrepreneurship** Max. Marks : **100**
Subject Code : **IS336** Duration : **3 Hrs**

Instructions to the Candidates:

- Answer one full question from each unit.

UNIT – I

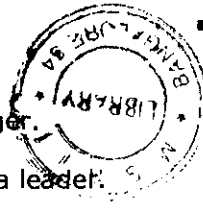
1. a) Define Management. Highlight its importance in the present-day world. C01 (04)
b) What are the skills required of a manager? C01 (06)
c) Describe the general principles of management as laid down by Henri Fayol. C01 (10)
2. a) Differentiate between *Administration* and *Management*. C01 (04)
b) What are the different roles a senior manager is expected to play in an organization? C01 (10)
c) What are the important features of Bureaucratic Administration? C01 (06)

UNIT – II

3. a) Differentiate between policy and procedure. C02 (04)
b) What are the characteristics of an organization? Describe the process of organizing. C02 (10)
c) Why is coordination needed in any organization? C02 (06)
4. a) What is rational decision making? Explain its various phases. C02 (10)
b) Explain any 10 principles of organizing. C02 (10)

UNIT – III

5. a) State the requirements of effective direction. C03 (05)
b) Distinguish between lower-order and higher-order human needs. C03 (05)
c) Distinguish between formal and informal communication. Describe the various directions in which the formal communication generally flows. C03 (10)
6. a) Describe the main characteristics of Ouchi's Theory Z. C03 (12)
b) Highlight the important purposes of communication in an organization. C03 (08)

**IS336****UNIT - IV**

7. a) Differentiate between a leader and a manager. C04 (04)
b) Describe the qualities of head and heart of a leader. C04 (06)
c) Why is a control system needed in an organization? Explain the steps in a control process. C04 (10)
8. a) Highlight the merits and demerits of autocratic, democratic and free rein leadership. C04 (10)
b) Explain the essentials of effective control system? C04 (10)

UNIT - V

9. a) Illustrate the various stages of setting up a small scale industrial unit. C05 (10)
b) Describe the characteristics of a successful entrepreneur. C05 (10)
10. a) State five reasons why one should become an entrepreneur. C05 (05)
b) How do you classify entrepreneurs based on the developmental angle? C05 (05)
c) With a schematic diagram, explain the project feasibility study for setting up a business enterprise. C05 (10)
