

**DAYANANDA SAGAR COLLEGE OF ENGINEERING**

(An Autonomous Institute Affiliated to VTU, Belagavi)  
Shavige Malleshwara Hills, Kumaraswamy Layout, Bengaluru-560078

**UG Semester End Examination, December 2019/January 2020**Course: **Management and Entrepreneurship**Maximum marks: **100**Course Code: **17HS51CMEP/ IM51**Duration: **03 hours**Semester: **V**

- Note:**
- i). Question ONE (a to t) has to be answered from pages 5 to 7 only, also candidate must write the answer along with the option.
  - ii). Question 1 to 4 is compulsory.
  - iii). Any missing data should be suitably assumed.

Q. No.		Marks
1	a) Which term best describes the process of obtaining, deploying, and utilizing a variety of essential resources to contribute to an organization's success? i) planning ii) organizing iii) staffing iv) management	01
	b) Which level of management is responsible for establishing a vision for the organization, developing broad plans and strategies, and directing subordinate managers? i) First level managers ii) Middle managers iii) Executive managers iv) Second level managers	01
	c) Which influential thought leader is known as the father of scientific management? i) Dale Carnegie ii) Frederick W. Taylor iii) W. Edwards Deming iv) Peter F. Druck	01
	d) A "Strategic plan" is also called i) long term plan ii) short term plan iii) Both A and B iv) none of above	01
	e) Responsibility always flows from i) Superior to subordinate ii) Subordinate to superior iii) Both 'A' and 'B' iv) None of the above	01
	f) 'No one on the organisation should have more than one boss' is a statement of i) Principle of specialization ii) Principle of authority iii) Principle of unity of command iv) Principle of span of control	01
	g) The management function of staffing includes all the following EXCEPT i. Orienting and training employees. ii. Filling a vacancy. iii. Determining long-term personnel needs. iv. Budgeting.	01
	h) Line organization is also called as i. Military organization ii. Matrix organization iii. Committee iv Staff organization	01
	i) The _____ theory is also called motivation-hygiene theory. i) goal-setting ii) self-determination iii) cognitive evaluation iv) two-factor	01
	j) Which of the following needs in Maslow's hierarchy refers to the drive to become what one is capable of becoming? i) social ii) self-actualization iii) physiological iv) esteem	01
	k) Which of the following is an example of an intrinsic motivator? i) A pay increase ii) Promotion iii) Satisfaction in a job well done iv) Good working conditions	01
	l) Control function of management cannot be performed without: i) Planning ii) Organizing iii) Staffing iv) Motivation	01
	m) A corporate manager who starts a new initiative for their company which entails	01

setting up a new distinct business unit and board of directors can be regarded as?  
i) Ecopreneur ii) Technopreneur iii) Intrapreneur iv) Social Entrepreneur

- n) Which of the following is not a personal characteristic often found in an entrepreneur? 01  
i) Self-confident ii) Independent-minded iii) Perceptive iv) Follower
- o) What is the need of entrepreneurship? 01  
i) For new innovation ii) To fill gap in growth iii) For healthy competition  
iv) All of above
- p) The term "entrepreneurs" was applied to business initially by the French economist in the 18<sup>th</sup> century: 01  
i) Cantillon ii) Jan Tinbergen iii) J.S. Mill iv) None of above
- q) Entrepreneurial behaviour includes: 01  
i) Solving problems ii) Taking initiatives iii) Taking responsibility iv) All three
- r) Which of the following is usually included in a business plan? 01  
i. Detailed description of the product or service.  
ii. Marketing and promotional plans.  
iii. Management and staffing  
iv. All of the above.
- s) PM Narendra Modi has released which scheme on 17th January 2016? 01  
i) Start Up India ii) Make in India iii) Digital India iv) None of the above
- t) GATT is established in 1947, under: 01  
i. German leadership ii. U.S. leadership iii. French leadership iv. U.K. leadership
- 2 a) You are appointed as a manager in an Engineering firm. Discuss the various roles you are required to fulfill in a typical business organization. 07  
b) Construct a flow chart and discuss the steps involved in Planning process. 07  
c) Distinguish between Strategic Planning and Tactical Planning. 02
- 3 a) What is departmentation? Explain the types of departmentation. 08  
b) Discuss the modern sources of recruitment employed in automobile manufacturing firm. 08
- 4 a) Provide detailed comparison between various leadership styles. 08  
b) Ascertain the essentials of a sound control system. 08
- 5 a) Elaborate the important qualities of entrepreneur and describe briefly the functions. 08  
b) Based on different factors, Classify various categories of entrepreneurship. 08
- OR**
- 6 a) Elaborate the stages in Entrepreneurial process. 08  
b) Discuss the evolution and growth of entrepreneurship in India. 08
- 7 a) A young engineer want to start an industry with a budget of less than 20 lakhs. Discuss the various Steps to be followed to start an SSI. 10  
b) Discuss the vision and goals of Karnataka Startup Policy 2015-2020. 06
- OR**
- 8 a) Discuss the role of SSI's in the Economic development of a country. 05  
b) Discuss the Strategies encouraging entrepreneurship through NAIN. 06  
c) Argue that Liberalisation, Privatisation and Globalisation has positive impact on Indian SSI's. 05



# DAYANANDA SAGAR COLLEGE OF ENGINEERING

(An Autonomous Institute Affiliated to VTU, Belagavi)

Shavige Malleshwara Hills, Kumaraswamy Layout, Bengaluru-560078

## Model Question paper

Course: MANAGEMENT AND ENTREPRENEURSHIP

Course Code: 17HS5ICMEP

Semester: 5<sup>th</sup>

Maximum marks: 100

Duration: 3 hours

Q. No.		Marks
1.	a In what order do managers typically perform the managerial functions? i. organizing, planning, controlling, leading ii. organizing, leading, planning, controlling iii. planning, organizing, leading, controlling iv. planning, organizing, controlling, leading	1
	b Who of the following is the industrial philanthropist? i. Frederick Taylor ii. Seebohm Rowntree iii. Henry Ford iv. Max Weber	1
	c What are the three interpersonal roles of managers? i. Figurehead, leader and liaison ii. Spokesperson, leader, coordinator iii. Director, coordinator, disseminator iv. Communicator, organizer, spokesperson	1
	d At what level of an organization does a corporate manager operate? i. Functional ii. Operational iii. Middle level iv. Top level	1
	e To what does authority refer? i. The ability to organize people ii. The power to command and direct iii. The need for order iv. The right to change jobs	1
	f What one of these is not a recognized type of authority? i. Executive ii. Functional iii. Line management iv. Supplier	1
	g What is the optimal span of control? i. 2 ii. 5 iii. 7 iv. None of the them	1
	h From what does a chain of command extend? i. Bottom to top ii. Top to bottom iii. Diagonally iv. Laterally	1
	i Recruitment or manpower selection process is the first step in the employment of _____. i. Labour ii. Management iii. Both (A) and (B) iv. None of the above	1
	j A Person's needs for food, drink, shelter and other physical needs are _____ needs. i. Psychological need ii. Safety Need iii. Social Need iv. None of them	1
	k The _____ unit acts as a clearing house in screening applications that are unrealistic. i. personnel ii. Selection iii. Production iv. all of the above	1
	l What does situational theory of leadership emphasize? i. Personality traits ii. Events iii. Environment iv. Political situation	1
	m Which of the following shows the process of creating something new? a) Business model b) Modeling c) Creative flexibility d) Innovation	1
	n People who own, operate, and take risk of a business venture: i. Aptitude ii. Employee iii. Entrepreneurs	1

- iv. Entrepreneurship
- o Which one is NOT an advantage of Entrepreneurship? 1  
 i. Can choose a business of interest ii. You can be creative  
 iii. Make a lot of money iv. You will make decisions alone
- p Which one is NOT a step in the problem-solving method? 1  
 i. Define the problem ii. Gather information  
 iii. Identify solutions iv. Ignore the problem
- q Which one of the following gives suggestions for new product and also help to market new products? 1  
 i. Existing products and services  
 ii. Federal government  
 iii. Distribution Channels  
 iv. Consumers
- r GATT is established in 1947, under: 1  
 i. German leadership  
 ii. U.S. leadership  
 iii. French leadership  
 iv. U.K. leadership
- s The entrepreneur was distinguished from capital provider in: 1  
 i. Middle ages  
 ii. 17th century  
 iii. 18th century  
 iv. d) 19th and 20th century
- t PM Narendra Modi has released which scheme on 17th January 2016? 1  
 i. Start Up India ii. Make in India iii. Digital India iv. None of the above
- 2 a Describe briefly the concept of Modern Management approaches 08  
 b Illustrate the process and steps involved in decision making with examples. 08
- 3 a Define span of control. Discuss functional organization structure with a chart highlighting its advantages and disadvantages. 08  
 b Enumerate briefly the steps in the selection procedure. 08
- 4 a Analyze the concept of Maslow's theory of motivation in today's organizations. 08  
 b Define and describe the purposes of communication. 08
- 5 a Define the term 'Entrepreneur'. Explain the functions of an entrepreneur 08  
 b Explain the steps involved in the entrepreneurial process. 08
- OR**
- 6 a Classify various categories of entrepreneurship, based on different factors 08  
 b Analyze the role of Entrepreneur in Economic Development of a Nation. 08
- 7 a Explain the objectives of SSI's and its role in economic development. 08  
 b Explain GATT and WTO, and its impact on trade 08
- OR**
- 8 a Justify on how startup India policy 2015-20 have Fostered strong partnerships between Research and Development institutions and Industry 08  
 b Illustrate with case studies the Impact of Liberalization, Privatization, Globalization on S.S.I 08

\*\*\*\*\*

**DAYANANDA SAGAR COLLEGE OF ENGINEERING**

(An Autonomous Institute Affiliated to VTU, Belagavi)  
Shavige Malleshwara Hills, Kumaraswamy Layout, Bengaluru-560078

**Model Question Paper**Course: **Management and Entrepreneurship**Course Code: **IM51**Semester: **5**Maximum marks: **100**Duration: **3 hours**

Maximum of 4 sub questions are allowed

Q.N	Questions	Marks
o		
1	A. List out the functional areas of Management	01
	B. Define management according to Mary Parker Follet	01
	C. List out the different levels of management	01
	D. Define 'Policies' in organizations	01
	E. Define 'Formal Organization'	01
	F. List an example for Matrix organization	01
	G. Define 'Span of control'	01
	H. List out the various elements of staffing	01
	I. Define 'Negative Motivation'	01
	J. A Person's needs for food, drink, shelter and other physical needs are _____ needs. (Physiological needs)	01
	K. Define 'Formal Communication'	01
	L. Define 'Controlling'	01
	M. List out the functions of an Entrepreneur	01
	N. Define 'Intrapreneur'	01
	O. Differentiate between Entrepreneur and Manager	01
	P. What are the elements of Entrepreneurship	01
	Q. List out the characteristics of Small Scale Industries.	01
	R. List the functions of WTO	01
	S. What are Ancillary industries	01
	T. What are the main function of NSIC	01
2a	Describe briefly the concept of Modern Management approaches	08
b	Illustrate the process and steps involved in decision making with examples.	08
3a	Define span of control. Discuss functional organization structure with a chart highlighting its advantages and disadvantages.	08
b	Enumerate briefly the steps in the selection procedure.	08
4a	Analyze the concept of Maslow's theory of motivation in today's organizations.	06
b	Define and describe the purposes of communication.	06
c	Describe briefly the essential of a sound control system and analyze its importance for today's organizations.	04
5a	Define the term 'Entrepreneur'. Explain the functions of an entrepreneur	08
b	Explain the steps involved in the entrepreneurial process. (OR)	08
6a	Classify various categories of entrepreneurship, based on different factors	08





- b Analyze the role of Entrepreneur in Economic Development of a Nation. 08
- 7a Explain the objectives of SSI's and its role in economic development. 08
- b Explain GATT and WTO, and its impact on trade (3) 08
- (OR)
- 8a Justify on how startup India policy 2015-20 have Fostered strong partnerships between Research and Development institutions and Industry 08
- b Illustrate with case studies the Impact of Liberalization, Privatization, Globalization on S.S.I (4) 08

\*\*\*\*\*