

- Q.28 What are the inputs required for a new entrepreneur? (CO1)
- Q.29 Why market survey is necessary for business? (CO6)
- Q.30 What is the importance of Performance Appraisal System? (CO3)
- Q.31 What is EOQ analysis? Explain. (CO6)
- Q.32 What are the principles of Total Quality Management (TQM)? (CO7)
- Q.33 Expand SIDBI and explain its functions. (CO1)
- Q.34 Write a short note on Technical Feasibility. (CO3)
- Q.35 Explain Maslow's Theory of Motivation. (CO2)

SECTION-D

- Note:** Long answer type questions. Attempt any two questions out of three questions. (2x10=20)
- Q.36 How will you define an entrepreneur? What are the distinguishing characteristics of an entrepreneurial person? Explain. (CO1)
- Q.37 What is Line organisation? Write its advantages and disadvantages. (Co4)
- Q.38 Define Manpower Planning. Write its objectives. What are the steps of Manpower Planning Process. (CO6)

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Time : 3Hrs.

M.M. : 100

SECTION-A

Note: Multiple choice questions. All questions are compulsory (10x1=10)

- Q.1 Just In Time philosophy is to reduce. (CO7)
- Processing waste
 - Inventory waste
 - Transportation waste
 - All of the above
- Q.2 Someone who improves the existing business is called. (Co1)
- Entrepreneur
 - Professional
 - Co-worker
 - Intrapreneur
- Q.3 What is the possible risk for a new venture? (CO1)
- Technological risk
 - Market instability
 - Competition in the market
 - All of the above
- Q.4 Which is NOT a stage of Project Appraisal? (CO3)
- Economical Analysis
 - Technical Feasibility
 - Customer's views
 - Financial Analysis

- Q.5 How many different levels of hierarchy are there in management structure? (CO4)
 a) 1 b) 2
 c) 3 d) 4
- Q.6 What are the theories of Motivation? (CO5)
 a) Maslow's need hierarchy theory
 b) Herzberg's theory of motivation
 c) McGregor's X and Y theory
 d) All of the above
- Q.7 Expand NSIC. (CO1)
 a) National small industries corporation
 b) National Standards International cooperation
 c) National School of International cooperation
 d) None of the above
- Q.8 _____ shows the process of creating something new. (CO1)
 a) Innovation b) Business model
 c) Modelling d) Creative flexibility
- Q.9 The primary goal of the financial management is. (CO6)
 a) To maximize the return
 b) To minimize the risk
 c) To maximize the wealth of owners
 d) None of the above
- Q.10 Planning is _____ process. (CO6)
 a) Thinking b) Forecasting
 c) Directing d) Order

SECTION-B

Note: Objective type questions. All questions are compulsory. (10x1=10)

- Q.11 Define Innovation. (CO1)
 Q.12 Define the term sale forecasting. (CO2)
 Q.13 What is opinion poll method? (CO4)
 Q.14 Define authority. (CO5)
 Q.15 Define motivation. (CO5)
 Q.16 What is sales promotion? (CO6)
 Q.17 Expand EOQ. (CO3)
 Q.18 What do you mean by business environment scanning? (CO2)
 Q.19 Define trademark. (CO7)
 Q.20 Expand KVIC. (CO1)

SECTION-C

Note: Short answer type questions. Attempt any twelve questions out of fifteen questions. (12x5=60)

- Q.21 Write short note on Project Report. (CO1)
 Q.22 Explain PESTEL analysis in detail. (CO2)
 Q.23 Explain JIT (CO3)
 Q.24 Explain the principles of management. (CO4)
 Q.25 What are the characteristics of autocratic leader? (CO5)
 Q.26 What are the functions of financial management? (CO5)
 Q.27 Define taxation and write the principles of taxation. (CO6)