

B.M.S. College of Engineering, Bengaluru-560019

Autonomous Institute Affiliated to VTU

August 2022 Semester End Main Examinations**Programme: B.E.****Branch: Computer Science and Engineering****Course Code: 20CS6HSMGE****Course: Management and Entrepreneurship****Semester: VI****Duration: 3 hrs.****Max Marks: 100****Date: 18.08.2022**

Instructions: 1. Answer any FIVE full questions, choosing one full question from each unit.
2. Missing data, if any, may be suitably assumed.

UNIT - I

- 1 a) Analyze the concept of Management, Managerial skills and management levels of an Organization. Explain the characteristics of excellent & admired companies. **10**
- b) Summarize in detail the Management process or Operational approach with a neat diagram. **10**

UNIT - II

- 2 a) Imagine yourself as a Manager and you are planning for execution of a project. Describe in detail how plans can be classified to achieve the goals of an organization. **10**
- b) Tata farms Company Manufactures several food products and wants to set up its manufacturing plant in new area. Summarize in detail with a neat diagram for the steps involved in Planning. **10**

OR

- 3 a) With a neat diagram, explain in detail Formal and Informal Organization. **10**
- b) Analyze the concept of Decentralization of authority and list the advantages and disadvantages of Decentralization. **10**

UNIT - III

- 4 a) Interpret the term Staffing and explain the concept of system approach to Staffing. **10**
- b) Analyze the concept of Leadership with three leadership styles followed. **10**

UNIT - IV

- 5 a) Differentiate between Entrepreneur and Entrepreneurship. Mr Kiran has a dream to become an entrepreneur but he is not aware of different types of entrepreneurs with whatever amount he had planned. Help Kiran to analyze the different types of entrepreneurs based on functional characteristics and types of business with examples. **10**

Important Note: Completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages. Revealing of identification, appeal to evaluator will be treated as malpractice.

- b) Describe Women Entrepreneurship and explain the challenges in the path of Women Entrepreneurship. 10

UNIT - V

- 6 a) "Creativity" is an important attribute of successful entrepreneur but it declines at some time. Illustrate the creative ideas and innovation generated by using different creative problem-solving techniques. 10
- b) Summarize the concept of opportunity recognition process with a neat diagram. 10

OR

- 7 a) Illustrate the steps required in writing the business plan. 10
- b) An Entrepreneur has to use e - commerce very creatively. How does he use e-commerce creatively? What are the different e-commerce channels available for his success? 10

B.M.S.C.E. - EVEN SEM V