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

Autonomous Institute Affiliated to VTU

## September / October 2022 Supplementary 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: 30.09.2022**

**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

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| 1 | <p>a) Define Management. Explain the different managerial skills required in the organizational hierarchy. <span style="float: right;">6</span></p> <p>b) The Dabbawallas of Mumbai is the story of a SIX SIGMA business enterprise. The success of the business lies in the complex yet well-coordinated exercise that is carried out on the streets of Mumbai day after day. Identify the managerial functions which are being followed and Elaborate on the secret behind the efficiency with which their business is conducted? <span style="float: right;">6</span></p> <p>c) Describe the various phases in systems approach to Management process with neat diagram. <span style="float: right;">8</span></p> |
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### UNIT - II

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| 2 | <p>a) Explain span of management with respect to organizational levels and List the factors influencing the effective span of management. <span style="float: right;">6</span></p> <p>b) Acer Inc. company, encountered difficulties in 2000 because of differences at the Superior management level due to delegation of authority. As poor or inept delegation is one of the causes of managerial failures. Elaborate on the personal attitudes towards delegation that resulted in company's failure. <span style="float: right;">6</span></p> <p>c) Nissan, a car company which is under loss because of the competition from other companies. It has to come out of the loss by setting proper objectives by its manager. List the verifiable and non-verifiable objectives that may be set by its manager. <span style="float: right;">8</span></p> |
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### OR

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| 3 | <p>a) Distinguish between authority and power. Identify the circumstances under which a person can exercise different types of power. <span style="float: right;">6</span></p> <p>b) Facebook, the world's leading social network, had its initial public offering in May 2012 to great fanfare. However, after months and years of anticipation, its IPO process and performance failed to meet expectations. Widely criticized <span style="float: right;">6</span></p> |
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**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.

for an inflated price and excessive release of shares, Facebook lost about half its market value over the ensuing months. Concerns over its ability to manage and innovate on its mobile platform were among some of the issues raised.

Zuckerberg, the Facebook founder and CEO, was also criticized for his informal style and limited communication with the financial markets and media. Justify with a neat diagram and explain how management by objectives would have helped for the above scenario.

- c) Starbucks coffee houses were known for providing a relaxed atmosphere where customers could sip a cup of coffee in a relaxed manner. The emerging Competition and the 2008/2009 recession lead to a need for exploring approaches for improving Starbuck's efficiency. Interpret the key aspects of Reengineering approach applied by Starbucks to reduce costs and finding ways to improve the drink preparation and exploring other cost savings. 8

### UNIT - III

- 4 a) Infosys founded by N R Narayana Murthy has 90,000 employees worldwide. Apply the knowledge of system approach of selection, to identify the factors needed to recruit competent people for this global organization. 6
- b) Choose a business or political leader whom you admire and identify their style of leading by applying the managerial grid or the continuum-of-behavior model of Tannenbaum and Schmidt. 8
- c) Wal-Mart is the largest US private employer with over a million people. Wal-Mart paid low-wages, yet employees were generally happy. Analyze the situational factors that could have contributed to the success of Wal-Mart. 6

### UNIT - IV

- 5 a) Government of India has put forth many Entrepreneurship development schemes like Samriddh scheme, Startup India etc. Apply the entrepreneurial development cycle and explain how these schemes help in promotion and development of entrepreneurship. 6
- b) Illustrate the importance of women entrepreneurship. Describe the different spheres or environment through which women entrepreneurs operate. 8
- c) Analyze the strategies that supported NYKAA founder Falguni Nayar to establish herself as a successful women entrepreneur. 6

### UNIT - V

- 6 a) Assume that your friend wants to set up business and he has asked you to give some business ideas. Analyze the sources of new ideas that you will look into to give appropriate suggestion to your friend. 6
- b) Design a business plan for setting up an Employee Recruitment Firm that provides job opportunities for both graduates and post-graduates to high profile positions in top companies. Assume there are different terms and conditions that have to be followed once a job is offered. 8

- c) Identifying your dominant personality theme and understanding how you operate in your business helps in giving your company the best part of you. Analyze the categories of entrepreneurs based on this criterion with a brief explanation for each of them. 6

OR

- 7 a) Justify the importance of environmental and industry analysis. Evaluate the various environmental and industry factors required in a business plan which makes impact for a new venture. 6
- b) Design a business plan for a MAKEMYTRIP.Com. The Tours intends to provide individual and group travel to leisure clients. Services and products provided will initially include pre-arranged tours, custom packages according to client's specifications, travel consultation, and as time progresses making reservations for lodging amongst other related services. Make suitable assumptions to come up with the plan. 8
- c) Describe the control elements needed to measure a plan progress. 6

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SUPPLEMENTARY EXAMINATIONS 2020

