

Roll No

AU/ME/FT/IP/IEM/TX/PR - 501**B.E. V Semester**

Examination, June 2015

Entrepreneurship and Management Concepts*Time : Three Hours**Maximum Marks : 70*

- Note:** i) Answer five questions. In each question part A, B, C, D compulsory.
 ii) All parts of each question are to be attempted at one place.
 iii) All question carry equal marks, out of which part A and B carry 2 marks, part C 3 marks and part D 7 marks.

Unit - I

1. a) What are subsystems? How do they relate to a system?
 b) Define the term system?
 c) Distinguish between the concepts of feedback and feed forward.
 d) Explain briefly what is system Decoupling?

Unit - II

2. a) Write elements or components or scope of planning?
 b) Define administration and management?
 c) Discuss various approaches to training evaluation and techniques to evaluate the training programs.
 d) Explain maslow's need hierarchy theory.

Unit - III

3. a) Enlist the various forms of a business ownership?
 b) Discuss the importance of preparing a balance sheet?
 c) Highlight the similarity and difference between sales promotion and advertising?

- d) A limited company is considering investing in a project requiring a capital outlay of Rs 2,00,000. Forecast for annual income is as follows:

Year	Rupees
1	90,000
2	90,000
3	80,000
4	80,000
5	60,000

You are required to evaluate the project according to each of the following methods:

- i) Payback method
- ii) Rate of return on original investment method
- iii) Rate of return on average investment method

Unit - IV

4. a) Discuss the aims of productivity?
 b) What is standard of living and happiness?
 c) Discuss the principles of plant layout?
 d) Explain the following:
 i) Just In Time
 ii) Total Productive Maintenance (TPM)
 iii) Six Sigma.

Unit - V

5. a) Enlist the characteristics of entrepreneurship?
 b) Discuss the theory of entrepreneurial supply proposed by Thomas Cochran?
 c) Point out the distinction between entrepreneur and manager.
 d) Discuss the concept of women entrepreneurs? Discuss factors and problems faced by women entrepreneurs?
