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Roll No

AU/ME-5005 (1) (CBGS)**B.E. V Semester**

Examination, November 2018

Choice Based Grading System (CBGS)**Entrepreneurship and Management***Time : Three Hours**Maximum Marks : 70*

- Note:** i) Attempt any five questions.
ii) All questions carry equal marks.

1. a) Explain types and characteristics of system. 7
b) Define functional and cross functional system. 7
2. Explain Steven-Alter's nine element work system model and its comparison with IPO model. 14
3. Write short note on: 14
a) BCG matrix
b) SWOT analysis
c) E-Business
4. a) Discuss the team work and stress management. 7
b) Define motivation and Maslow's need Hierarchy. 7

5. What is Marketing and importance of marketing. 14
6. Write short note on: 14
a) Time management
b) TQM
c) Six sigma
7. Explain project management and production processes and layouts. 14
8. a) Explain various theories of entrepreneur. 7
b) What are the Comparison entrepreneur with manager. 7
