

Total No. of Questions : 10] [Total No. of Printed Pages : 2

Roll No.

501

B. E. (Fifth Semester) EXAMINATION, Dec., 2011

(Common for AU, FT, IP, ME & TX Engg. Branch)

ENTREPRENEURSHIP AND MANAGEMENT

CONCEPTS

Time : Three Hours

Maximum Marks : 100

Minimum Pass Marks : 35

Note : Attempt five questions in all selecting *one* question from each Unit. All questions carry equal marks.

Unit-I

1. (a) Write a short note on measuring work system performance. 10
- (b) Define system. List various characteristics of a system. 10

Or

2. (a) Discuss in brief the various components of a computer hardware system. 10
- (b) Explain the concept of control in context of system. 10

Unit-II

3. (a) Explain the importance of management in modern business organizations. 10
- (b) Discuss various difficulties and levels of planning. 10

Or

4. (a) Write a short note on SWOT analysis. 10
- (b) Discuss "Mintzberg organisational typology". 10

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Unit – III

5. (a) Differentiate between selling concept and marketing concept. 10
(b) Explain holistic marketing concept and its components in brief. 10

Or

6. (a) What is an advertising medium ? Enlist various advertising media. 10
(b) What is a balance sheet ? Explain its components. 10

Unit – IV

7. (a) Define productivity. Explain various types of productivity. Enlist the factors that influence productivity. 10
(b) Define work study. Differentiate between method study and work measurement. 10

Or

8. (a) What is process chart ? Enlist various types of process charts. 10
(b) Describe the various time recording devices used in time study. 10

Unit – V

9. (a) Explain in brief any *three* important economic theories of entrepreneurship. 10
(b) Discuss Maslow's need hierarchy theory of entrepreneurship. 10

Or

10. (a) Define EDP. Explain the various phases of EDPs. 10
(b) Explain the role of entrepreneur in export promotion and indigenization. 10