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Roll No.....

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

Examination, December 2017

Grading System (GS)**Entrepreneurship and Management Concepts***Time : Three Hours**Maximum Marks : 70*

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

1. Explain Steven Altar's nine element work system model and its comparison with IPO.
2. Explain how structure and performance of work systems led to customer delight. Also explain law of requisite variety.
3. Explain Maslow's need Hierarchy and Herzberg two factor theory. Also explain expectation theory.
4. Explain the various schools of theories of management. Also, explain various difficulties and levels of planning.
5. What is Financial Ratio Analysis? Also explain pay-back period, NPV and capital budgeting.
6. What are four P's? What is the importance of market forgetting, advertising, publicity, CRM and Market research.

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7. What is predetermined motion and time method? Also, explain product and process specification.
8. Answer any four of the following:
 - a) Explain boundary and interface complexity.
 - b) Explain SWOT analysis.
 - c) Explain various forms of business ownerships.
 - d) Explain various production layouts briefly.
 - e) Distinguish between an entrepreneur and a manager.
 - f) Explain opportunity analysis.

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