

Roll No

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

Examination, June 2016

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

- Note:** i) Answer five questions. In each question part A, B, C is compulsory and D part has internal choice.
 ii) All parts of each question are to be attempted at one place.
 iii) All questions carry equal marks, out of which part A and B (Max.50 words) carry 2 marks, part C (Max.100 words) carry 3 marks, part D (Max.400 words) carry 7 marks.
 iv) Except numericals, Derivation, Design and Drawing etc.

Unit - I

1. a) Explain the system concept.
 b) Discuss the concept of Supra System.
 c) What is law of nequisite variety?
 d) Discuss in brief Steven Altar's nine element work system model.

OR

Explain the concept of System Decomposition and System Decouplings.

Unit - II

2. a) What is meant by Plan and Planning?
 b) What is the essence of managerial work?
 c) How can co-operation be built amongst team members?
 d) How does a performance linked objective reward system contribute to team effectiveness? Explain.

OR

What is the major difference between classical and behavioural schools of management thought?

Unit - III

3. a) What are the features of Marketing?
 b) What is Marketing Segmenting?
 c) What is Market Targeting?
 d) Explain the term "advertising". Outline clearly the difference between advertising and sales promotion.

OR

The analysis of cash flow statement in any organization can be very useful to the management"? Elucidate the statement.

Unit - IV

4. a) What is productivity?
 b) Enlist the objectives of method study.
 c) Discuss various component of cost of quality.
 d) What is JIT approach? Write the advantages and disadvantages.

OR

Discuss the need to provide various allowances in determining of standard time.

Unit - V

5. a) Discuss the characteristics of a successful entrepreneur.
 b) Write comparison between entrepreneur and entrepreneurship.
 c) Discuss cultural theories of entrepreneurship.
 d) Explain the role of entrepreneur in export promotion and indigenization.

OR

Explain in detail sources of finance for an entrepreneur.
