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Roll No

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

Examination, December 2013

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

- Note:** i) All questions are compulsory.
ii) All questions carry equal marks.

Unit - I

1. Explain:
- Supra & Subsystems. 4
 - Key components. 4
 - Boundary & Interface complexity. 3
 - Law of requisite variety. 3

OR

2. a) Explain the concepts of system coupling, stresses and entropy in a management system. 7
b) How structure and performance of work systems can lead to customer delight? 7

Unit - II

3. Explain:
- Uncertainty and Adaptability. 4
 - Corporate culture. 3
 - Difficulties and Levels of planning. 4
 - BCG matrix. 3

OR

4. Explain :
- Maslow's need hierarchy and Herzberg two factor theory. 7
 - Technology and Mintzberg organization typology. 7

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5. a) Explain the importance of CRM and market research. 7
b) What is a balance sheet? How it helps to maintain the profit and loss account? 7

OR

6. a) What are the four P's of marketing? Explain. 7
b) Explain the importance of NPV and capital budgeting. 7

Unit - IV

7. a) How product and process specification are done? Explain. 7
b) Explain the various steps involved in method improvement and time measurement for a product. 7

OR

8. a) Explain JIT & QFD techniques used to increase productivity. 7
b) What is predetermined motion and time method? How it is useful for a production engineer? 7

Unit - V

9. a) What are the various socio, economic, cultural and psychological aspects of entrepreneurship? 7
b) Explain :
i) Opportunity analysis. 3
ii) Competitive and Technical factors. 4

OR

10. a) Explain the financial implications to start as an entrepreneur? What are the various avenues of fund generation? 7
b) Explain the various traits and behavior of an entrepreneur. 7

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