

Roll No.....

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

Examination, December 2014

**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 term system.
- b) What are sub systems?
- c) Distinguish between the concepts of feedback and feed forward.
- d) Explain elements of the work system frame work.

**OR**

Briefly discuss the concept of system stress and entropy.

What are consequences of stress?

**Unit - II**

2. a) Write elements of planning.
- b) Enlist the limitations of planning.
- c) Write the objectives of training and development.
- d) Write qualities of a successful leader?

**OR**

Compare Maslow and Herzberg model.

**Unit - III**

3. a) What is marketing? <http://www.rgpvonline.com>
- b) What is payback period?

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- c) Enlist the objectives of sales promotions.
- d) Point the difference between selling and marketing. Enlist goals of marketing.

**OR**

A limited company is considering investing in a project requiring capital outlay of Rs. 2,00,000. Forecast for annual income as follows:

Year	Rupees
1	90,000
2	90,000
3	80,000
4	80,000
5	60,000

You are required to evaluate the project according to each of the following method:

- i) Payback method.
- ii) Rate of return on original investment method.
- iii) Rate of return on average investment method.

**Unit-IV**

4. a) What is productivity? <http://www.rgpvonline.com>
- b) Enlist the objectives of work study.
- c) Discuss main steps of method study.
- d) Explain the basic features of Total Productive Maintenance (TPM).

**OR**

Compare work sampling and time study.

**Unit - V**

5. a) Who is entrepreneur?
- b) Enlist functions of entrepreneurs.
- c) Explain the theory of religious belief suggested by max Weber.
- d) Define capitalization distinguish between over capitalization and under capitalization.

**OR**

Distinguish between entrepreneur and manager.

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<http://www.rgpvonline.com/>