

Roll No .....

**AU/ME/IP/IEM/FT/TX/PR-501**

**B.E. V Semester**

Examination, December 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.  
v) Assume missing data suitably, if any.  
vi) Draw neat and clean sketches/diagrams/figures wherever required.

1. a) Define 'System'. State its important characteristics.  
b) Explain Supra and Subsystems.  
c) Compare feedback (pull) and feed forward (push) controls related to a system.  
d) Explain Steven Alter's nine element work system model.  
OR  
Discuss and compare with examples; functional and cross functional systems.
2. a) State the functions of management department in any Industry.  
b) Explain the concept of e-business.  
c) Discuss Business Process Reengineering (BPR).  
d) What is SWOT Analysis? Explain the procedure of SWOT Analysis.

OR

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State Maslow's need hierarchy and Herzberg two factor theory.

3. a) State the difference between Marketing and Selling.  
b) What do you understand by profit and loss account?  
c) Discuss the core concept of need, want and demand with suitable examples.  
d) Explain the forms of business ownership with examples.

OR

Discuss the concept of CRM and Market Research.

4. a) Define the term Productivity. How it affects the standard of living and happiness?  
b) Compare Operations Management Vs Project Management.  
c) Discuss types of productivity with suitable examples.  
d) Define time study. Discuss various instruments used for it. Also discuss standard time rating and time allowances.

OR

What do you mean by Six Sigma Quality? Discuss in details from concept to applications.

5. a) Define the term 'Entrepreneurship'. State qualities of entrepreneur.  
b) Define EDP (Entrepreneur Development Program).  
c) What do you mean by Export Promotion and Indigenization?  
d) Discuss theories of entrepreneurship in detail.

OR

Discuss various sources of funds for a new entrepreneur.

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