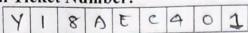
## Hall Ticket Number:



## IV/IV B.Tech (Regular) DEGREE EXAMINATION

January, 2022

## Common to ECE and EIE

Seventh Semester

Industrial Management & Entrepreneurship Development
Maximum: 50 Marks

Time: Three Hours  Answer Question No.1 compulsorily.			(1X10 = 10 Marks) (4X10=40 Marks)						
					Ansı	ver C	NE question from each unit.	6	
								CO1	
1.	a)	Define Management.	COI						
1	b)	What the partnership deed contains?	COI						
	c)	D C intific management	CO2						
	d)	What is the importance of Managing Employee relations in Figure							
	e)	Write the suitability of Participative leadership?	CO2						
		Compare: Selling vs. Marketing.	CO2						
	f)	What is economic order quantity?	CO3						
	g)	Define TQM.	CO3						
	h)	What are the components of fixed capital?	CO4						
	i)	Write any two qualities to be needed for an entrepreneur.	CO4						
	j)	Write any two quanties to be needed for an end-provide							
		Unit -I							
			CO1	5M					
2.	a)	What are the basic functions of management? Explain.	CO1	5M					
	b)	Which is the stable form of business, sole proprietorship or the partnership? Why?							
		(OR)	CO1	5M					
3.	a)	Write the five principles of scientific management by FW Taylor.	COI	5M					
	b)	Distinguish private limited and public limited joint stock companies.	cor	51.1					
		Unit -II	CO2	5M					
4.	a)	How training and development improves the performance of an employee?	CO2	5M					
Paran	b)	Discuss any five functions of Marketing	002						
		(OR)	CO2	5M					
5.		Explain various leadership styles and their suitability.	CO2	5M					
	b)	What are the stages of product life cycle in marketing?	002	2					
		Unit -III							
,	- \	Differentiate between Inspection and Quality control.	CO3	5M					
6.	-	How do you conduct an ABC analysis for inventory control?	CO3	5M					
	b)	How do you conduct an ABC analysis for inventory control.  (OR)							
- 1 <u>-</u>	,		CO3	5M					
7.		What are various inventory costs?  The annual demand for a product is 5,000 unit. The ordering cost is Rs. 30 per order as		5M					
	b)	holding cost is Rs. 6 per unit per annum. Calculate the Economic order quantity.	iu cos						
		holding cost is Rs. o per unit per aimum. Calculate the Economic order quantity.							
		Unit -IV							
0	2)	Discuss the factors affecting entrepreneurship.	CO4	5M					
8.		Explain the role of effective communication in entrepreneurship.	CO4	5M					
	b)	(OR)							
0	0)	Describe break-even analysis.	CO4	5M					
9.	a)	Write the main functions of entrepreneur?	CO4	5M					
	b)	while the main functions of one optioned.							