

Hall Ticket Number:

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

January, 2022

Common to ECE and EIE

Seventh Semester

Industrial Management &amp; Entrepreneurship Development

Time: Three Hours

Maximum: 50 Marks

Answer Question No.1 compulsorily.

(1X10 = 10 Marks)

Answer ONE question from each unit.

(4X10=40 Marks)

1. a) Define Management.
- b) What the partnership deed contains?
- c) Define scientific management.
- d) What is the importance of Managing Employee relations in HRM?
- e) Write the suitability of Participative leadership?
- f) Compare: Selling vs. Marketing.
- g) What is economic order quantity?
- h) Define TQM.
- i) What are the components of fixed capital?
- j) Write any two qualities to be needed for an entrepreneur.

CO1  
CO1  
CO1  
CO2  
CO2  
CO2  
CO3  
CO3  
CO4  
CO4

## Unit -I

2. a) What are the basic functions of management? Explain.
- b) Which is the stable form of business, sole proprietorship or the partnership? Why?

CO1 5M  
CO1 5M

## (OR)

3. a) Write the five principles of scientific management by FW Taylor.
- b) Distinguish private limited and public limited joint stock companies.

CO1 5M  
CO1 5M

## Unit -II

4. a) How training and development improves the performance of an employee?
- b) Discuss any five functions of Marketing

CO2 5M  
CO2 5M

## (OR)

5. a) Explain various leadership styles and their suitability.
- b) What are the stages of product life cycle in marketing?

CO2 5M  
CO2 5M

## Unit -III

6. a) Differentiate between Inspection and Quality control.
- b) How do you conduct an ABC analysis for inventory control?

CO3 5M  
CO3 5M

## (OR)

7. a) What are various inventory costs?
- b) The annual demand for a product is 5,000 unit. The ordering cost is Rs. 30 per order and holding cost is Rs. 6 per unit per annum. Calculate the Economic order quantity.

CO3 5M  
CO3 5M

## Unit -IV

8. a) Discuss the factors affecting entrepreneurship.
- b) Explain the role of effective communication in entrepreneurship.

CO4 5M  
CO4 5M

## (OR)

9. a) Describe break-even analysis.
- b) Write the main functions of entrepreneur?

CO4 5M  
CO4 5M