

Hall Ticket Number:

18ME002

119AEE524

IV/IV B.Tech (Regular) DEGREE EXAMINATION

January, 2022

Seventh Semester

Time: Three Hours

Electrical and Electronics Engineering

Industrial management & entrepreneurship Development

Maximum: 50 Marks

Answer Question No.1 compulsorily.

Answer ONE question from each unit.

(1X10 = 10 Marks)

(4X10=40 Marks)

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| 1. a) Define silent partner. | CO1 |
| b) What is the impact of liability in partnership businesses? | CO1 |
| c) How a public sector organization is different from a private sector organization? | CO1 |
| d) What is the importance of recruitment in HR management? | CO2 |
| e) How training impacts the future performance of an employee? | CO2 |
| f) Which type leadership style is suitable for a software company? Why. | CO2 |
| g) What are various types of inventory? | CO3 |
| h) Define the term 'Quality'. | CO3 |
| i) Capital vs Revenue | CO4 |
| j) What are the two types of capital? | CO4 |

Unit -I

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| 2. a) Write any five principles of management by H. Fayol? | CO1 | 5M |
| b) What are the merits and demerits of sole proprietorship? | CO1 | 5M |
| (OR) | | |
| 3. a) Bring out the critical review of Taylor's theory of scientific management? | CO1 | 5M |
| b) What are the types of partners according to the India Partnership Act? | CO1 | 5M |

Unit -II

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| 4. a) How the performance appraisal is useful for employees? | CO2 | 5M |
| b) What are various channels of distribution in marketing? | CO2 | 5M |
| (OR) | | |
| 5. a) Explain the theory of Maslow's theory of motivation in brief. | CO2 | 5M |
| b) Write any five functions of Marketing. | CO2 | 5M |

Unit -III

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| 6. a) What are the key components of TQM? | CO3 | 5M |
| b) Compare between ABC analysis and VED analysis. | CO3 | 5M |
| (OR) | | |
| 7. a) Define EOQ? What are assumptions of EOQ model? | CO3 | 5M |
| b) What are the advantages supply chain management? | CO3 | 5M |

Unit -IV

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| 8. a) 'Fixed and working capital are both vital to a small business' Explain. | CO4 | 5M |
| b) What are the factors affecting entrepreneurship in a developing country? | CO4 | 5M |
| (OR) | | |
| 9. a) Why Break Even Analysis is important? Explain with a sketch | CO4 | 5M |
| b) 'Entrepreneurship is the catalyst of economic development' Discuss. | CO4 | 5M |