

	Dayananda Sagar College of Engineering Shavige Malleshwara Hills, Kumaraswamy Layout, Banashankari, Bangalore-560078, Karnataka Tel : +91 80 26662226 26661104 Extn : 2731 Fax : +90 80 2666 0789 Web - http://www.dayanandasagar.edu Email : hod-ec@dayanandasagar.edu (An Autonomous Institute Affiliated to VTU, Approved by AICTE & ISO 9001:2008 Certified) (Accredited by National Assessment & Accreditation Council (NAAC) with 'A' grade)	
--	---	---

Department of Electronics & Communication Engg.

Continuous Internal Evaluation – I

Course Name : Management and Entrepreneurship	Date :	05/10/2020
Course Code : 18HS51MEP	Day :	MONDAY
Semester : 5 th	Timings :	9:30-11 A,M
Max Marks : 50 M	Duration :	1½ Hrs.

No.		Question Description	Mks	CO & Levels
Q1	(a)	Measuring current performance and comparing it against the established standards, is the work of (1) Directing (2) Organizing. (3) Recruiting. (4) Controlling	1	
	(b)	Communications, leadership, and motivation, is the Function of (1) Planning. (2) Staffing. (3) Directing. (4) Organizing	1	
	(c)	Which one is not a recognized key skill of management? (1) Conceptual skills. (2) Human skills. (3) Technical skills. (4) Writing skills	1	
	(d)	Innovation involves, (1) New products. (2) New Services, (3) New application of existing products, (4) All the above	1	
	(e)	Strength in SWOT analyses depends on, (1) Environment, (2) Internal factors, (3) External factors, (4) Exports	1	
	(f)	FMCG deals with (1) Automobiles, (2) Defense Products (3) Soaps, (4) Generators.	1	
	(g)	Planning is the Work of (1) Top manage, (2) Middle Management, (3) Supervisors, (4) All the above	1	
	(h)	What time-frame do strategic plans relate to (1) Long-term (2) Medium-term (3) Short-term (4) Unspecified time it takes to achieve an aim	1	
	(i)	At what level of an organization does a corporate manager operate? (1) Functional. (2) Operational. (3) Middle level. (4) Top level	1	
	(j)	What does a chain of command extend from? (1) Bottom to top (2) Top to bottom (3) Diagonally (4) Laterally	1	
Q2	(a)	Outline the principal functions of management, in a 1. Automotive Company, 2. Software company	6	CO1/L2
	(b)	Analyze the roles of a manager in a modern Indian company.	4	CO1/L4
Q3	(a)	Elaborate the importance of planning & explain the hierarchy of Planning	10	CO1/L2
Q4	(a)	Outline the process of Organizing a company, which are the four important functions on which a production based company is organized.	10	CO2/L2
		OR		
Q5	(a)	Differentiate between strategic planning and tactical planning	5	CO2/L4
	(b)	Outline the importance of Matrix organization & list 2 industries where it is used.	5	CO2/L2
Q6	(a)	Analyze and draw the organization chart of (1) Railways, (2) Company which manufactures FMCG Products, Paper manufacture, Runs Hotel chain. (3) Software company.	10	CO2/L4
		OR		
Q7	(a)	Identify the characteristics of Science and Arts? Is Management a Science or Arts, Justify your answers	10	CO1/L3

MNP

TT

CSN

HOD