CBCS SCHEME

SRI SAIRAM COLLEGE OF ENGINEERING

USN | | | | | | | | | | |

BME/BSA/BMT/BAG501

Fifth Semester B.E./B.Tech. Degree Examination, Dec.2024/Jan.2025
Industrial Management and Entrepreneurship

Time: 3 hrs. Max. Marks: 100

Note: 1. Answer any FIVE full questions, choosing ONE full question from each module.
2. M : Marks , L: Bloom's level , C: Course outcomes.

		Module – 1	M	L	C
Q.1	a.	Define Management. Describe its key functions.	10	L1	CO1
	b.	Explain the modern management approaches.	10	L2	CO1
		OR			
Q.2	a.	Explain the steps involved in the decision – making process.	10	L2	CO1
	b.	Differentiate between Strategic and Tactical planning.	10	L2	CO1
		Module – 2			
Q.3	a.	What is the purpose of Organization? Compare the functional type with line type organizational structure.	10	L3	CO2
	b.	Explain how each stage of staffing process contributes to the overall effectiveness of staffing.	10	L2	CO2
		OR			
Q.4	a.	Explain the role of communication in achieving effective coordination.	10	L2	CO2
	b.	Explain the various monitoring techniques used in a sound controlling.	10	L2	CO2
		Module – 3			
Q.5	a.	Describe the qualities of an Entrepreneur.	10	L1	CO2
	b.	What are the barriers of Entrepreneurship?	10	L1	CO2
		OR			
Q.6	a.	Differentiate between Entrepreneur and Intrapreneur.	10	L2	CO2
	b.	Explain the various stages of Entrepreneurship processes.	10	L2	CO2
		Module – 4			
Q.7	a.	What are the characteristics of Small Scale Industries?	10	L1	CO3
	b.	Explain the impact of Liberalization , Privatization and Globalization on Small Scale Industries (SSI's).	10	L2	CO3
		OR			
Q.8	a.	Compare General Agreement on Traffs and Trade (GATT) with World Trade Organization (WTO) in International trade.	10	L2	CO3

	b.	What are the steps involved in starting a Small Scale Industries?	10	L1	CO3
		Module – 5			
Q.9	a.	Explain the role of District Industries Centres (DIC's).	10	L2	CO3
	b.	Write about NSIC (National Small Industries Corporation).	10	L2	CO3
		OR			
Q.10	a.	Write about Project Formulation Process.	10	L2	CO3
	b.	Write about selection of project.	10	L2	CO3