

Roll No.....

AU/FT/IP/IEM/PR/ME/TX-501(GS)

B.E. V Semester Examination, June 2020

Grading System (GS)

Entrepreneurship and Management Concepts

Time : Three Hours

Maximum Marks : 70

- Note:** i) Answer any five questions.
ii) All questions carry equal marks.

1. Discuss Steven Altar's work system model.
2. What is feedforward and feedback control? Explain the law of requisite variety.
3. What is SWOT Analysis? Explain the procedure of SWOT Analysis.
4. a) Differentiate between need, want and demand.
b) Define marketing. Give three definitions and goal of marketing.
5. Explain the difference between marketing and selling.
6. a) Draw and explain Break Even Point (BEP).
b) Explain Payback period and NPV.
7. Explain the role of entrepreneurship in Economic growth, employment, social stability and export promotion.

OR

Differentiate between a leader and manager.

8. Answer any three of the following:
 - a) Discuss consequences of stress.
 - b) Define positive working teams.
 - c) What is Market targeting?
 - d) Explain steps of method study.
 - e) Explain important entrepreneurial traits.
 - f) Explain Maslow's need hierarchy theory.
