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Roll No

AU/ME-5005(1)-CBGS

B.E. V Semester

Examination, June 2020

Choice Based Grading System (CBGS) Entrepreneurship and Management Concepts

Time : Three Hours

Maximum Marks : 70

Note: i) Attempt any five questions.

ii) All questions carry equal marks.

iii) Assume suitable missing data if any.

1. a) Define System. Explain types and characteristics of system.
b) Explain the law of requisite variety.
2. a) Discuss feedback and feed forward controls, with suitable examples.
b) Explain Steven Alter's nine element work system model.
3. a) Discuss line, staff and matrix organization.
b) What are the steps involved in decision-making? Explain in brief.
4. a) What is SWOT analysis? Explain the procedure of SWOT analysis.
b) What is the major difference between classical and behavioural schools of management thought?

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5. a) Explain the role of 4P's on social marketing.
b) Explain the importance of CRM and market research.
6. a) Explain various types of plant layouts used in production with their characteristics.
b) What do you understand by Six-Sigma quality?
7. a) Define entrepreneur and classification of an entrepreneur.
b) Discuss about Entrepreneur Development Program (EDP).
8. a) State the difference between marketing and selling.
b) Explain the basic features of Total Productive Maintenance (TPM).

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