**14EC/EE/EI 701**

**Hall Ticket Number:**

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| **IV/IV B.Tech (Regular/Supplementary) DEGREE EXAMINATION** | | | | | | | |
| **January, 2021** | | | **Common for ECE EEE & EIE** | | | | |
| **Seventh Semester** | | | **Industrial Management And Entrepreneurship Development** | | | | |
| **Time:** Three Hours | | | | **Maximum :** 60 Marks | | | |
| *Answer ALL Questions from PART-A.* | | | | | (1X12 = 12 Marks) | | |
| *Answer* ***ANY FOUR*** *questions from PART-B.* | | | | | (4X12=48 Marks) | | |
| **PART-A** | | | | | | | |
| 1 | Answer all questions | | | | | (1X12=12 Marks) | |
|  | a) | Define business organization | | | | |  |
|  | b) | Write any two principles of management. | | | | |  |
|  | c) | What is marketing? | | | | |  |
|  | d) | Define inventory control | | | | |  |
|  | e) | What are various types of production systems? | | | | |  |
|  | f) | Define depreciation | | | | |  |
|  | g) | What is personnel management? | | | | |  |
|  | h) | Define placement | | | | |  |
|  | i) | Write any two sources of recruitment. | | | | |  |
|  | j) | Define entrepreneur | | | | |  |
|  | k) | Write any two factors affecting entrepreneurship. | | | | |  |
|  | l) | What is process design? | | | | |  |
| **PART-B** | | | | | | | |
| 2 | a) | Explain the functions of management. | | | | | **6M** |
|  | b) | Discuss the salient features of partnership firm. | | | | | **6M** |
|  | | | | | | | |
| 3 | a) | Write the merits and demerits of private limited and public limited companies. | | | | | **6M** |
|  | b) | Describe various stages in product life cycle. | | | | | **6M** |
|  | | | | | | | |
| 4 | a) | Explain about functions of production planning and control. | | | | | **6M** |
|  | b) | Ravi industry needs 5,400 units/year of a bought-out component which will be used in its main product. The ordering cost is Rs.250 per order and the carrying cost per unit per year is Rs.30. Find: the economic order quantity (EOQ), the number of orders per year and the time between successive orders. | | | | | **6M** |
|  | | | | | | | |
| 5 | a) | What is working capital management? Explain its factors and principles. | | | | | **6M** |
|  | b) | Explain about declining balance method of depreciation with an example. | | | | | **6M** |
|  | | | | | | | |
| 6 | a) | Discuss in detail about human resource planning. | | | | | **6M** |
|  | b) | Explain about different steps in selection process. | | | | | **6M** |
|  | | | | | | | |
| 7 | a) | Write and explain about methods of performance appraisal. | | | | | **6M** |
|  | b) | Define motivation. Explain about Maslow’s needs hierarchy theory. | | | | | **6M** |
|  | | | | | | | |
| 8 | a) | Discuss in detail about functions of an entrepreneur. | | | | | **6M** |
|  | b) | Explain the role of communication in entrepreneurship. | | | | | **6M** |
|  | | | | | | | |
| 9 | a) | Write and explain about objectives of entrepreneurship development. | | | | | **6M** |
|  | b) | Explain in detail about steps in process design and plant design. | | | | | **6M** |

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