**18ME002/18EI701**

**Hall Ticket Number:**

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| **IV/IV B.Tech (Regular/Supplementary) DEGREE EXAMINATION** | | | |
| **November, 2022** | **Common to ECE & EIE Branches** | | |
| **Seventh Semester** | **Industrial Management & Entrepreneurship Development** | | |
| **Time:** Three Hours | | **Maximum:** 50 Marks | |
| *Answer Question No.1 compulsorily.* | | | (10X1 = 10 Marks) |
| *Answer ONE question from each unit.* | | | (4X10=40 Marks) |
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| 1 | a) | | Define Scientific Management | | | | CO1 | L2 |  |
|  | b) | | State ownership | | | | CO1 | L1 |  |
|  | c) | | Performance Appraisal | | | | CO1 | L3 |  |
|  | d) | | Concept of selling | | | | CO2 | L2 |  |
|  | e) | | FSN analysis | | | | CO2 | L4 |  |
|  | f) | | Total quality management | | | | CO2 | L1 |  |
|  | g) | | Working capital | | | | CO3 | L2 |  |
|  | h) | | List out the characteristics of entrepreneur | | | | CO3 | L3 |  |
|  | i) | | What are the factors affecting Entrepreneurship? | | | | CO4 | L2 |  |
|  | j) | | Define Enterprise | | | | CO4 | L1 |  |
|  | |  | | **Unit -I** | | | | | |
| 2 | a) | | Explain the principles of management by Henry Fayol. | | | | CO1 | L1 | 5M |
|  | b) | | Describe the salient features of Sole Proprietorship. | | | | CO1 | L3 | 5M |
|  |  | | **(OR)** | | | |  |  |  |
| 3 | a) | | Explain the salient features of public limited Joint Stock company. | | | | CO1 | L2 | 5M |
|  | b) | | What is Organising? What is its role in effective functioning of an organization? | | | | CO1 | L3 | 5M |
|  |  | | **Unit -II** | | | |  |  |  |
| 4 | a) | | Discuss about theories of motivation. | | | | CO2 | L2 | 5M |
|  | b) | | Narrate various limitations of performance appraisal system? | | | | CO2 | L1 | 5M |
|  |  | | **(OR)** | | | |  |  |  |
| 5 | a) | | Define Advertising and explain the kinds of Advertising Media | | | | CO2 | L4 | 5M |
|  | b) | | Define Channels of Distribution. Describe various types of Distribution Channels considered for Marketing of Consumer Goods and Industrial Goods | | | | CO2 | L1 | 5M |
|  |  | |  | |  | **Unit -III** | | | |
| 6 | a) | | Derive an expression for EOQ. | | | | CO3 | L2 | 5M |
|  | b) | | The demand for an item each costing Re 1, is 10,000 units per year. The ordering cost is Rs. 10. Inventory carrying charge is 20% based on the average inventory per year. Find number of orders, EOQ. | | | | CO3 | L3 | 5M |
|  |  | | **(OR)** | | | |  |  |  |
| 7 | a) | | Explain the drivers of supply chain Management. | | | | CO3 | L2 | 5M |
|  | b) | | Discuss the components of total Quality Management. | | | | CO3 | L1 | 5M |
|  |  | | **Unit -IV** | | | |  |  |  |
| 8 | a) | | Find Describe “Break even Analysis”. | | | | CO4 | L2 | 5M |
|  | b) | | Br Explain briefly five factors determining the amount of fixed capital. | | | | CO4 | L1 | 5M |
|  |  | | **(OR)** | | | |  |  |  |
| 9 | a) | | Bring out the role and methods of entrepreneurial development training. | | | | CO4 | L2 | 5M |
|  | b) | | Write notes on Women Entrepreneur in India. | | | | CO4 | L3 | 5M |

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