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## IV/IV B.Tech (Regular/Supplementary) DEGREE EXAMINATION

July, 2021

Common to CSE &amp; IT

Eight Semester

Industrial Management and Entrepreneurship Development

Time: Three Hours

Maximum: 60 Marks

Answer ALL Questions from PART-A.

(12X1 = 12 Marks)

Answer ANY FOUR questions from PART-B.

(4X12=48 Marks)

## PART – A

1. Answer all questions (12X1=12 Marks)
- Scalar chain
  - Sole proprietorship
  - Marketing mix
  - Acceptance sampling
  - Production planning
  - Inventory Control Management
  - Human resource planning
  - What is ABC Analysis
  - Break Even Point
  - State the functions of Entrepreneur
  - Product Analysis
  - Steps in plant design

## PART - B

2. a) Elaborate the principles of scientific management by F.W.Taylor. 6M  
b) Distinguish between Partnership and Joint Stock company form of business organisation. 6M
3. a) What is Marketing? Discuss the components of Marketing. 6M  
b) Briefly discuss between advertising and sales promotion. 6M
4. a) Discuss the functions of PPC (production planning and control). 6M  
b) Highlight any two types of production systems. 6M
5. a) Define 'Inventory'. State the need for proper valuation of inventory control 4M  
b) Perform ABC analysis for the following sample items

Items	M	N	O	P	Q	R	S	T	U	V
Annual Usage	300	2800	30	1100	40	220	150	800	600	80
Price (Rs.)	10	15	10	5	5	100	50	5	15	10

8M

6. a) Explain the functions of Finance. 6M  
b) A company purchased a delivery truck for Rs1,65,000/-.the expected life is 5 years and salvage value at the end of useful life is Rs 5000/-. Calculate the annual depreciation by a)Straight line method b) Sum of the Year Digits Method. 6M
7. a) Explain any two Leadership styles. 6M  
b) State the need for working capital. 6M
8. a) List out the entrepreneurial characteristics and state the factors affecting entrepreneurship. 6M  
b) State the role of various financial institutions in for providing funds to entrepreneurs in India 6M
9. a) Highlight the role of communication in entrepreneurship. 6M  
b) Explain the steps of process design. 6M