

B.E. / B.Tech. Instrumentation Engineering (Model Curriculum) Semester-V
IN502M - Professional Management Entrepreneurship Skills

P. Pages : 1

Time : Three Hours



GUG/W/24/14022

Max. Marks : 80

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- Notes :
1. All questions carry marks as indicated.
 2. Due credit will be given to neatness and adequate dimensions.
 3. Assume suitable data wherever necessary.
 4. Illustrate your answers wherever necessary with the help of neat sketches.

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| 1. | a) | Discuss the advantages of good organization. | 8 |
| | b) | Describe briefly the various elements of good organization. | 8 |
| 2. | a) | Differentiate between administration, Management and organization. | 8 |
| | b) | Define Organization and discuss about the necessity of organization. | 8 |
| 3. | a) | Write down necessary step required in planning. | 8 |
| | b) | Define recruitment. Describe the various sources of recruitment in brief. | 8 |
| 4. | a) | Explain the steps involved in staffing. | 8 |
| | b) | What is controlling? Write down feature of controlling. | 8 |
| 5. | a) | Explain the term “Advertising”. State its objectives. | 8 |
| | b) | Define marketing. Explain the modern concept of marketing. | 8 |
| 6. | a) | Write down the different advertising media. | 8 |
| | b) | Explain the process of market research. | 8 |
| 7. | a) | What are the functions of storekeeping? | 8 |
| | b) | Discuss the centralized and decentralized stores with its layout. | 8 |
| 8. | a) | Define inventory. Give brief classification of inventories. | 8 |
| | b) | Compare between closed store and open store. | 8 |
| 9. | a) | Write a short note on ‘Risk taking’. | 8 |
| | b) | Discuss the importance of market survey in Entrepreneurship. | 8 |
| 10. | a) | Write a short note on concept of Entrepreneur and Entrepreneurship. | 8 |
| | b) | List out and describe the factors influencing Entrepreneurship. | 8 |
