

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

P. Pages : 2

Time : Three Hours



**GUG/S/23/14022**

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. Illustrate your answers wherever necessary with the help of neat sketches.

1. a) Differentiate between administration, management and organisation. 8
- b) State the essential elements of good organization. 8

**OR**

2. a) Define organisation and discuss about the necessity of organisation. 8
- b) Write a short note on- 8
- i) Functional organization
- ii) Line and staff organisation

3. a) Describe the various stages involved in effective decision making. 8
- b) Define personal management. Enumerate its importance in business organisation. 8

**OR**

4. a) Define recruitment. Describe the various sources of recruitments in brief. 8
- b) What is communication? Enumerate the various methods of communication with suitable examples. 8
5. a) Define Marketing and explain the modern concept of marketing. 8
- b) Give a typical organization structure of a material management. 8

**OR**

6. a) Explain the term 'Advertising'. State its objectives. 8
- b) Elaborate the methods of purchasing with their advantages and disadvantages. 8

7. a) Define inventory. Give brief classification of inventories. 8
- b) What are the objectives of storekeeping and enlist the duties of storekeeper. 8

**OR**

8. a) Name and describe the various inventory models in brief. 8
- b) Name the various types of records maintained in stores and explain any two of them in brief. 8
9. a) Elaborate the need for promotion of Entrepreneurship and small business. 8
- b) Write a short note on 'Risk taking'. 8

**OR**

10. a) Discuss the importance of market survey in Entrepreneurship. 8
- b) List out and describe the factors influencing Entrepreneurship. 8

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