

B.E. / B.Tech. Instrumentation Engineering (Model Curriculum) Semester-V
IN502M / Prof1 - Professional Management Entrepreneurship Skills

P. Pages : 1

Time : Three Hours



GUG/S/25/14022

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.

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| 1. | a) | Describe briefly the various elements of good organization. | 8 |
| | b) | Define organization and discuss about the necessity of organization. | 8 |
| 2. | a) | Differentiate between administration, Management and organization. | 8 |
| | b) | Discuss the advantages of good organization. | 8 |
| 3. | a) | Explain the steps involved in staffing. | 8 |
| | b) | Define recruitment. Describe the various sources of recruitment in brief. | 8 |
| 4. | a) | Name the various functions of Management. Describe any one of them in brief. | 8 |
| | b) | What is motivation? Explain its importance. | 8 |
| 5. | a) | Explain the process of market research. | 8 |
| | b) | Write down the different advertising media. | 8 |
| 6. | a) | Write a short note on 'channel of distribution'. | 8 |
| | b) | Elaborate the methods of purchasing with their advantages and disadvantages. | 8 |
| 7. | a) | What are the functions of storekeeping? | 8 |
| | b) | Define inventory. Give brief classification of inventories. | 8 |
| 8. | a) | Name the various types of records maintained in stores and explain any two of them in brief. | 8 |
| | b) | What are the objectives of storekeeping? | 8 |
| 9. | a) | Elaborate the need for promotion of Entrepreneurship and small business. | 8 |
| | b) | List out and describe the factors influencing Entrepreneurship. | 8 |
| 10. | a) | Discuss the importance of market survey in Entrepreneurship. | 8 |
| | b) | Write a short note on concept of Entrepreneur and Entrepreneurship. | 8 |
