

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

P. Pages : 1

Time : Three Hours



**GUG/W/23/14022**

Max. Marks : 80

- Notes :
1. Same answer book must be used for each section.
  2. All questions carry marks as indicated.
  3. Due credit will be given to neatness and adequate dimensions.
  4. Assume suitable data wherever necessary.

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|-----------|----|--|---|
| 1.        | a) | Differentiate between administration, Management and organization.           | 8 |
|           | b) | Discuss the advantages of good organization.                                 | 8 |
| <b>OR</b> |    |  |   |
| 2.        | a) | State the essential elements of good organization.                           | 8 |
|           | b) | Describe briefly the various elements of good organization.                  | 8 |
| 3.        | a) | Name the various functions of Management. Describe any one of them in brief. | 8 |
|           | b) | Describe the steps involved in planning.                                     | 8 |
| <b>OR</b> |    |  |   |
| 4.        | a) | What is motivation? Explain its importance.                                  | 8 |
|           | b) | Define planning and state its objectives.                                    | 8 |
| 5.        | a) | Define marketing. Explain the modern concept of marketing.                   | 8 |
|           | b) | What is sales promotion? What are its main objectives?                       | 8 |
| <b>OR</b> |    |  |   |
| 6.        | a) | Explain the term "Advertising". State its objectives.                        | 8 |
|           | b) | Write a short note on 'channel of distribution.                              | 8 |
| 7.        | a) | Discuss the centralized and decentralized stores with its layout.            | 8 |
|           | b) | Compare between closed store and open store.                                 | 8 |
| <b>OR</b> |    |  |   |
| 8.        | a) | Illustrate the concept of physical verification of inventories.              | 8 |
|           | b) | Define inventory. Give brief classification of inventories.                  | 8 |
| 9.        | a) | Write a short note on 'Risk taking'.   | 8 |
|           | b) | Discuss the importance of market survey in Entrepreneurship.                 | 8 |
| <b>OR</b> |    |  |   |
| 10.       | a) | Write a short note on concept of Entrepreneur and Entrepreneurship.          | 8 |
|           | b) | List out and describe the factors influencing Entrepreneurship.              | 8 |

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