

*Total No. of Questions : 8]*

*[Total No. of Printed Pages : 2*

**Roll No .....**

**AU-5005(1)-CBGS**

**B.E. V Semester**

Examination, December 2020

**Choice Based Grading System (CBGS)**

**Entrepreneurship and Management Concepts**

*Time : Three Hours*

*Maximum Marks : 70*

- Note:** i) Attempt any five questions.  
ii) All questions carry equal marks.

1. a) Explain the law of “requisite variety”.  
b) Compare the Steven Alter’s nine element work system model and input processing out model.
2. a) Explain the structured and unstructured decisions. What are the different steps in decision making.  
b) Explain the Maslow’s need hierarchy and Herzberg two factor theory.
3. a) Define ‘Marketing Research’. Explain the present day importance of market research.  
b) Briefly explain the steps in the marketing research process.
4. a) What is SWOT? Explain in detail.  
b) Write steps in decision making.

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5. Differentiate between leader and manager.
6.
  - a) Explain Law of requisite variety and System coupling.
  - b) Explain line, staff and matrix organization. Why are these important?
7. What is a Balance sheet? How is it prepared? How Profit and Loss account is maintained?
8.
  - a) Explain the concepts of JIT and QFD production systems. How are these related?
  - b) What is Opportunity Analysis? Enlist its various Competitive and Technical factors.

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