

19U543

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Name:

Reg.No:

FIFTH SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2021

(CBCSS - UG)

CC19U BCM5 D02 - BASICS OF ENTREPRENEURSHIP & MANAGEMENT

(Commerce - Open Course)

(2019 Admission - Regular)

Time : 2.00 Hours

Maximum : 60 Marks

Credit : 3

Part A (Short answer questions)

Answer *all* questions. Each question carries 2 marks.

1. What is Tertiary industries?
2. Give any 2 limitations of Sole proprietorship.
3. An important factor to be considered at the start of the business is the place where the enterprise will be located. Give 2 reasons.
4. Define micro enterprise in case of service enterprise.
5. Differentiate between Sole Proprietorship and Partnership based on its meaning.
6. Management is a social process. How?
7. What is esprit de corps?
8. Planning is pervasive. How?
9. What is charismatic authority?
10. Write any two principles of direction.
11. Who is a leader?
12. What is feedback in controlling?

(Ceiling: 20 Marks)

Part B (Short essay questions - Paragraph)

Answer *all* questions. Each question carries 5 marks.

13. Bring out the important objectives of business.
14. Explain different kinds of social responsibilities.
15. Explain three characteristics of an entrepreneur.
16. Differentiate between an entrepreneur and a manager.
17. Explain the concept "management as profession."
18. Differentiate between line and functional organisation.
19. Define recruitment. Explain its process.

(Ceiling: 30 Marks)

Part C (Essay questions)

Answer any *one* questions. The question carries 10 marks.

20. Explain Trade and Auxiliaries to trade.
21. Define management and discuss the levels of management.

(1 × 10 = 10 Marks)
