

Total No. of Questions : 10]

SEAT No. :

P4946

[Total No. of Pages : 2

[4959]-1179

B.E. (Chemical Engineering)

**(B) INDUSTRIAL MANAGEMENT AND ENTREPRENEURSHIP
(2012 Pattern) (Elective - II)**

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:-

- 1) *Attempt Q1 OR Q2, Q3 OR Q4, Q5 OR Q6, Q7 OR Q8, Q9 OR Q10.*
- 2) *Neat diagrams must be drawn wherever necessary.*
- 3) *Figures to the right indicate full marks.*
- 4) *Assume suitable data, if necessary.*
- 5) *Use of logarithmic tables, slide rule, Mollier charts, electronic pocket calculator and steam tables is allowed.*

Q1) Write short notes on : **[10]**

- a) Intrapreneur
- b) Manager

OR

Q2) Role of Entrepreneur in Indian economy. **[10]**

- Q3)** a) Explain Business planning process. **[6]**
b) Explain various commercial schemes offered for Entrepreneurial Venture. **[4]**

OR

Q4) Explain in details : **[10]**

- a) District Industries Centres (DIC)
- b) National Entrepreneurship Development Board (NEDB)

Q5) Explain the five stages of team development described by Tuckman. **[16]**

OR

P.T.O.

- Q6)** a) Explain Business communication and communication process. [8]
b) Explain the Hierarchy of needs given by Abraham Maslow. [8]

Q7) Elaborate on computer based project management. [16]

OR

- Q8)** a) Explain the following : [8]
i) Adding resources to the model
ii) Resource management & crashing
b) Elaborate a case study of a project involving various resources, timeline & costs. [8]

Q9) Explain in detail marketing and marketing management. What is the various marketing research for new product marketing. [18]

OR

- Q10)** Explain the following (Any three) : [18]
a) Channel of Distribution
b) Promotion and pricing
c) Integrated marketing communications
d) Product and brand management

