

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BSc DEGREE EXAMINATION DECEMBER 2018
(Third Semester)

Branch - COSTUME DESIGN & FASHION

INDUSTRIAL MANAGEMENT & ENTREPRENEURSHIP

Time : Three Hours

Maximum : 75 Marks

SECTION-A (20 Marks!)

Answer ALL questions

ALL questions carry EQUAL marks (10x2 = 20)

- 1 Define management.
- 2 **What is firm?**
- 3 What is plant location?
- 4 Define plant layout.
- 5 What is quality control?
- 6 What is ISO?
- 7 Define entrepreneur.
- 8 What is reorder level?
- 9 What is EDP?
- 10 What are the two objectives of EDPs?

SECTION - B (25 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 5 = 25)

- 11 a Explain the various forms of business enterprises.
OR
b What are the principles of management? Explain.
- 12 a Explain the types of production system.
OR
b What are the types of plant layout? Explain.
- 13 a What are the aims of production planning?
OR
b Explain the concept of ABC analysis.
- 14 a What are the qualities of a successful entrepreneur?
OR
b Explain the types of entrepreneurs.
- 15 a What are the objectives of EDPs?
OR
b What are the contents of EDPs?

SECTION - C (30 Marks)

Answer any THREE Questions

ALL Questions Carry EQUAL Marks (3 x 10 = 30)

- 16 Discuss the various functions of management.
- 17 Explain the various factors affecting plant location.
- 18 Explain the various techniques of Inventory Control.
- 19 Discuss the various barriers of entrepreneurship.
- 20 Explain the various phases of entrepreneurial development programs.