Name : ..... Roll No : .....

MAR ATHANASIUS COLLEGE OF ENGINEERING

(Government Aided Autonomous Institution)
Kothamangalam, Kerala – 686 666

DEPARTMENT OF MECHANICAL ENGINEERING

COURSE CODE - B24HU2T02
ENTREPRENEURSHIP AND MANAGEMENT SKILLS FOR ENGINEERS

First Sessional Examination – August 2026

Duration: 1 hour 30 minutes **S3 ME A & B Batch** **Max. Marks: 40**

Part A

(1) Define functional organisational structure with examples.(CO1) (3)

(2) Distinguish between strategic and tactical plans. (CO1) (3)

(3) List two advantages of autocratic leadership. (CO2) (3)

(4) Differentiate between hygiene factors and motivators in Herzberg's Two-Factor Theory, with two example of each. (CO2) (3)

Part B

(5) a. Describe the five core functions of management and explain how they contribute to achieving organizational goals. (CO1) (10)

b. Imagine you are a sales manager. How would you apply the directing function to motivate your team to achieve higher sales targets? (CO1) (4)

(6) StartUpX is a technology startup with 50 employees. Recently, rumours about possible layoffs and policy changes are spreading rapidly through casual chats, messaging apps, and lunchroom conversations. This has confused employees, decreased morale, and caused minor conflicts among employees. Management wants to address the situation while maintaining the benefits of informal communication.

a. Analyse how informal communication is affecting employees at StartUpX, including its positive and negative impacts. (CO2) (7)

b. Suggest practical strategies to manage informal communication effectively in the organisation, while preserving its benefits.(CO2) (7)