Department of Electrical and Electronics Engineering
Mar Athanasius College of Engineering, Kothamangalam
(Government Aided Autonomous Engineering College)

First Sessional Examination -August 2026

B24HU3T05 - Entrepreneurship Development and Management Strategies- S5 EEE

Time: 1 hr. 30 min. Max Marks: 40

Part A [4x3 =12 marks]

1. Define management. List down its functions. **[CO1]**

2. A manufacturing company needs expert advice from finance, quality, and maintenance specialists for production decisions. Identify and draw the organizational structure applicable to this situation and explain its features. **[CO1]**

3. With an example, compare and contrast the decision-making environments. **[CO2]**

4. What are the steps involved in the decision-making process? **[CO2]**

Part B [2x14 = 28 marks]

5. a) Discuss the contributions of F.W. Taylor towards scientific management. (8 marks) **[CO1]**
   b) Compare the two factors laid down by Herzberg in his motivation theory. (6 marks)

6. a) Given below is a pay-off table. **[CO2]**

	Action A1	Action A2	Action A3
Event E1	5	-1	-17
Event E2	18	28	30
Event E3	25	50	80

What will be the optimal decision if the criteria followed is (i) maxi-max (ii) mini-max (iii) maxi-min (iv) Laplace (8 marks)

b) A firm owner is seriously considering of drilling a farm well. In the past, only 70% of the wells drilled were successful at 200 feet of depth in the area. Moreover, on finding no water at 200 ft, some persons drilled it further up to 250 feet but only 20% struck water at 250 ft. The prevailing cost of drilling is ₹ 50 per foot. The farm owner has estimated that in case he does not get his own wells, he will have to pay ₹ 15000 over the next 10 years, in present value terms, to buy water from the neighbor. The following decisions can be optimal.

i) Do not drill any well
ii) Drill up to 200 ft
iii) If no water is found at 200 ft, drill further up to 250 ft.

Draw an appropriate decision tree and determine the farm owner's strategy under EMV approach. (6 marks)

The student will be able to:

CO1: Explain the fundamental principles and characteristics of management.

CO2: Demonstrate ability in decision making and project management techniques.

VISION

Endeavour to **E**nsure **E**xcellence

MISSION

Mould technically competent and morally strong **E**ngineers
Achieve dynamic leadership through quality **E**ducation
Cater the needs of industry and community through **E**mulation
Empower the students to serve the nation with **D**edication