



C14-M-601

4757

BOARD DIPLOMA EXAMINATION, (C-14)

OCT/NOV—2017

DME—SIXTH SEMESTER EXAMINATION

ENTREPRENEURSHIP AND PROJECT MANAGEMENT

Time : 3 hours]

[Total Marks : 80

PART—A

3×10=30

- Instructions** : (1) Answer **all** questions.
(2) Each question carries **three** marks.
(3) Answers should be brief and straight to the point and shall not exceed *five* simple sentences.

1. What are the expectations of an entrepreneur?
2. What is the need of follow up in entrepreneurship?
3. State difference between sellers market and buyers market.
4. What are the functions of marketing?
5. List different hazards in industries.
6. Write the different types of fire extinguishers.
7. What are the causes of industrial disputes?

8. List out the principles of quality assurance.
9. Define the term 'zero defect programme'.
10. List out any six benefits of ISO-9000 certification.

PART—B

10×5=50

Instructions : (1) Answer *any five* questions.
 (2) Each question carries **ten** marks.
 (3) Answers should be comprehensive and the criterion for valuation is the content but not the length of the answer.

11. Explain various self-employment schemes.
12. Briefly explain (a) product layout and (b) fixed position layout.
13. Define market survey and explain steps in conducting market survey.
14. Explain role of advertising, media of advertising and selection of media.
15. List out rights and responsibilities of employee and employer.
16. (a) Explain the procedure of collective bargaining. 6
 (b) What are the functions of trade unions? 4
17. List out different elements of quality system.
18. (a) State the ISO-9000 series of standards. 5
 (b) Write the need of TQM. 5
