



CBCS SCHEME

17CS51

Fifth Semester B.E. Degree Examination, Aug./Sept.2020
Management and Entrepreneurship for IT Industry

Time: 3 hrs.

Max. Marks: 100

Note: Answer any FIVE full questions, choosing ONE full question from each module.

Module-1

- 1 a. Define Management. Explain the functions of management. (10 Marks)
b. Discuss in detail levels of management. (05 Marks)
c. Explain any two modern management approaches. (05 Marks)

OR

- 2 a. Define planning? Explain types of plans. (07 Marks)
b. Explain the steps involved in Decision-making with neat diagram. (06 Marks)
c. Explain types of organizations in detail with advantages and disadvantages. (07 Marks)

Module-2

- 3 a. List out the differences between recruitment and selection. (05 Marks)
b. Explain selection procedure in detail. (10 Marks)
c. What is leadership? Explain various styles of leadership. (05 Marks)

OR

- 4 a. Explain any two motivation theories. (10 Marks)
b. Describe communication process and its importance. (05 Marks)
c. Explain steps in Control Process. (05 Marks)

Module-3

- 5 a. Define Entrepreneur. Explain classification of Entrepreneur. (08 Marks)
b. Differentiate Entrepreneur and Manager. (06 Marks)
c. Briefly explain the stages of entrepreneurial process. (06 Marks)

OR

- 6 a. What are the barriers faced by Entrepreneurs to start an enterprise. (05 Marks)
b. Distinguish between Intrapreneur and Entrepreneur. (05 Marks)
c. Explain the different types of feasibility study in identification of Business opportunities. (10 Marks)

Module-4

- 7 a. Define Project. Explain Project classification. (05 Marks)
b. Explain in detail the contents of Project Report. (10 Marks)
c. Discuss Project Identification and Selection. (05 Marks)

OR

- 8 a. Define ERP. Discuss functional areas of management with neat diagram. (10 Marks)
b. Discuss the steps involved in report writing. (10 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.

Module-5

- 9 a. Explain characteristics and advantages of micro and small enterprises. (08 Marks)
b. Explain the following :
(i) NSIC
(ii) SIDBI
(iii) KIADB (12 Marks)
- OR**
- 10 a. Define IPR. Explain in detail the main forms of Intellectual Property Rights? (10 Marks)
b. Write case study on :
(i) N. R. Narayana Murthy
(ii) Microsoft (10 Marks)

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