



# CBCS SCHEME

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18CS51

## Fifth Semester B.E. Degree Examination, Dec.2023/Jan.2024 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 and bring out its characteristics. (06 Marks)
- b. Explain the skill set required for different levels of Managers. (08 Marks)
- c. Briefly explain the roles of Manager. (06 Marks)

OR

- 2 a. Define Planning. Explain the importance of Planning. (06 Marks)
- b. Briefly explain the steps in Planning. (08 Marks)
- c. Explain the process of Staffing selection. (06 Marks)

### Module-2

- 3 a. Explain Maslow's need Hierarchy theory of motivation. (06 Marks)
- b. Briefly explain the leadership styles. (06 Marks)
- c. Define Directing and explain briefly its important requirements. (08 Marks)

OR

- 4 a. Explain the steps involved in the process of controlling. (06 Marks)
- b. Explain the importance of Communication. (06 Marks)
- c. What are the techniques used to establish control? (08 Marks)

### Module-3

- 5 a. Define Entrepreneurship. Explain briefly stages of Entrepreneurship. (08 Marks)
- b. Differentiate between Entrepreneur and Intrapreneur. (06 Marks)
- c. Explain Market Feasibility study. (06 Marks)

OR

- 6 a. What is the role of Entrepreneurship in Economic development? (08 Marks)
- b. Discuss Technical and Financial feasibility study. (06 Marks)
- c. What are the sources of Business ideas? (06 Marks)

### Module-4

- 7 a. What is Project Report? Explain the guidelines provided by Planning Commission for preparation of Project Report. (10 Marks)
- b. Explain Marketing Management and Supply Chain Management. (10 Marks)

OR

- 8 a. What is ERP? Discuss the importance of ERP to a Company. (08 Marks)
- b. Explain types of Report and methods of Report generation. (12 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. Write a short notes on : (10 Marks)  
i) DIC ii) NSIC. (10 Marks)  
b. Discuss on case study of Microsoft Multinational Company Establishment. (10 Marks)
- OR**
- 10 a. What do you mean by MSME? (02 Marks)  
b. List out the characteristics of MSME. (08 Marks)  
c. Define IPR and explain different forms of IPR. (10 Marks)

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