

--	--	--	--	--	--	--	--	--	--

Fifth Semester B.E. Degree Examination, July/August 2022

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 different functions of management. (10 Marks)
- b. Explain the general principles of administrative management theory as laid down by Henry Fayol. (10 Marks)

OR

- 2 a. Explain the steps involved in planning. Mention the importance and purpose of planning process. (10 Marks)
- b. Define Organization. Explain line and staff organization with its advantages and disadvantages. (05 Marks)
- c. Define Selection. Explain the sources of Recruitment. (05 Marks)

Module-2

- 3 a. Define Motivation. Explain Herzberg's two factor theory to help a manager to motivate his sub-ordinates. (10 Marks)
- b. Define Leadership. Explain various leadership styles. (10 Marks)

OR

- 4 a. Define Control. Explain the different methods of establishing control. (10 Marks)
- b. Define co-ordination, what is the need for co-ordination? (05 Marks)
- c. Explain the requirements of effective direction. (05 Marks)

Module-3

- 5 a. What are the different classifications of Entrepreneur? (10 Marks)
- b. Explain Technical and market feasibility study. (10 Marks)

OR

- 6 a. Explain the role of entrepreneurs in economic development of India. (10 Marks)
- b. Discuss the barriers of entrepreneurs. (05 Marks)
- c. Discuss the differences between Entrepreneur, Intrapreneur and Manager. (05 Marks)

Module-4

- 7 a. Explain project Identification and project selection. (10 Marks)
- b. Explain the following functional areas of management with respect to ERP.
 - i) Supply Chain Management (05 Marks)
 - ii) Human Resources. (05 Marks)

OR

- 8 a. Define ERP. Explain importance and characteristics of ERP. (10 Marks)
- b. Explain the steps involved in formulation of project report. (10 Marks)

Module-5

- 9 a. Discuss the case study of NR Narayan Murthy (Infosys) and Captain G.R. Gopinath. (10 Marks)
- b. Explain the steps in establishing micro and small enterprises. (10 Marks)

OR

- 10 a. Explain the following: i) NSIC ii) DIC iii) KSFC iv) KIADB v) TECSOK. (10 Marks)
- b. Explain trademark, copyright and patents. (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.