

CBCS SCHEME

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18CS51

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)

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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.