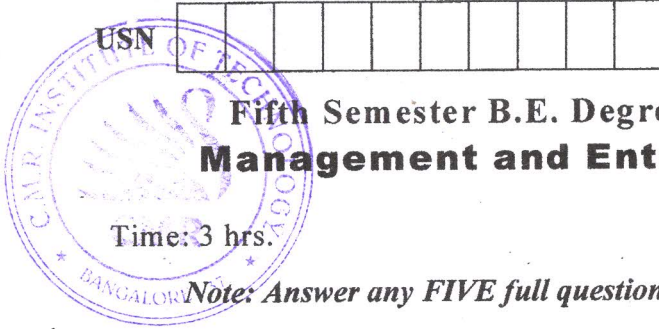


CBCS SCHEME

15CS51



Fifth Semester B.E. Degree Examination, Dec.2018/Jan.2019
Management and Entrepreneurship for IT Industry

Time: 3 hrs.

Max. Marks: 80

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

Module-1

- 1 a. Explain the various roles of a manager. (06 Marks)
b. Explain the contribution of FW Taylor to the theory of management. (10 Marks)

OR

- 2 a. Explain the steps involved in planning, and give the importance and purpose of planning process. (12 Marks)
b. What are MBO and MBE? Explain. (04 Marks)

Module-2

- 3 a. Explain types of leaders or leadership styles. (06 Marks)
b. Explain steps in controlling. (10 Marks)

OR

- 4 a. Explain Maslow's hierarchy theory. (10 Marks)
b. Explain the following: (i) Cognitive evaluation theory (06 Marks)
(ii) Herzberg (two factor theory)

Module-3

- 5 a. Differentiate between entrepreneur, intrapreneur and manager. (04 Marks)
b. Explain various stages in entrepreneurial process. (12 Marks)

OR

- 6 a. List some of the most commonly attributed reasons for the lack of entrepreneurship in India. (12 Marks)
b. Write short notes on: (i) Procrastination (ii) Tying your dreams to age (04 Marks)

Module-4

- 7 a. Explain the phases of project identification with its sources. (04 Marks)
b. List out various contents of project report. (12 Marks)

OR

- 8 a. Explain various factors to be considered for selection of a project. (06 Marks)
b. Give the meaning of project appraisal. (10 Marks)

Module-5

- 9 a. Explain the following: (i) NSIC (ii) DIC (iii) NIMSMIET (iv) NIESBUD (v) KSFC (10 Marks)
b. Justify WTO and its impact on Small Scale Industries in India. (06 Marks)

OR

- 10 a. What is TECSOK? Explain the services offered by TECSOK. (10 Marks)
b. Explain the aims and objectives of KIADB. (06 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.

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