CBCS Scheme

USN | | | | | | | | | |

15CS/IS51

Fifth Semester B.E. Degree Examination, June/July 2018
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 contributions made by Frederick Winslow Taylor under scientific management. **(08 Marks)**
   b. With a neat diagram, explain the hierarchy of planning. **(08 Marks)**

OR

2 a. Explain the general principles of administrative management theory as laid down by Henri Fayol. **(08 Marks)**
   b. Explain any two types of organization highlighting its advantages and disadvantages. **(08 Marks)**

Module-2

3 a. Explain Row Maslow's hierarchy of needs help a manager to motivate his subordinates. **(08 Marks)**
   b. Define direction. Explain the principles of direction. **(08 Marks)**

OR

4 a. Define leadership. Explain the various leadership styles. **(08 Marks)**
   b. Define coordination. Explain the importance of coordination. **(08 Marks)**

Module-3

5 a. Explain the classification of entrepreneurs. **(08 Marks)**
   b. Explain the various types of feasibility study to be carried out in an organization. **(08 Marks)**

OR

6 a. Define entrepreneur. Explain the characteristics of an entrepreneur. **(08 Marks)**
   b. Explain the role of entrepreneurs in economic development in India. **(08 Marks)**

Module-4

7 a. Explain the contents of a project report. **(10 Marks)**
   b. Explain the various functional areas of enterprise resource planning. **(06 Marks)**

OR

8 a. Explain the different criteria to be used for project selection. **(08 Marks)**
   b. Explain the guidelines by planning commission for project report. **(08 Marks)**

Module-5

9 a. Explain the steps in establishing micro and small enterprises. **(08 Marks)**
   b. Discuss the case study of Microsoft. **(08 Marks)**

OR

10 a. Discuss the case study of N R Narayana Murthy and Infosys. **(08 Marks)**
   b. Explain the objectives and functions provided by SIDBI and KSFC. **(08 Marks)**

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