

# CBCS SCHEME



15CS51

## Fifth Semester B.E. Degree Examination, June/July 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. Define management. Explain the characteristics of management. (05 marks)
- b. Explain the different roles of manager in an organization. (06 marks)
- c. Explain the contribution of F.W. Taylor to management. (05 Marks)

OR

- 2 a. Define planning. Explain the general steps involved in planning. (08 Marks)
- b. What is selection? Explain in detail the process of selection. (08 Marks)

### Module-2

- 3 a. Explain the leadership styles in detail with its advantages and disadvantages. (09 marks)
- b. What is motivation? Explain Herberg's motivation hygiene theory or the two-factor theory. (07 Marks)

OR

- 4 a. What is co-ordination? Explain the importance of co-ordination. (06 Marks)
- b. Define control. Explain the different methods of establishing control. (10 Marks)

### Module-3

- 5 a. Define entrepreneur. What are the characteristics of an entrepreneur? (04 Marks)
- b. Explain the various stages of entrepreneurial process. (08 Marks)
- c. What are the Barriers to entrepreneurship? (04 Marks)

OR

- 6 a. Explain in detail entrepreneurship in India. (06 marks)
- b. Explain in detail identification of business opportunities with various types of feasibility study. (10 Marks)

### Module-4

- 7 a. Explain the need and significance of project report. (06 marks)
- b. What is project report? Explain the guidelines provided by planning commission for preparation of project report. (10 Marks)

OR

- 8 a. Explain the supply chain management in detail. (06 Marks)
- b. Explain in detail, Human resource management. (10 Marks)

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### Module-5

- 9 a. Explain the steps involved in establishing micro and small enterprises. (08 marks)
- b. Discuss the case study of N.R. Narayana Murthy and Infosys. (08 Marks)

OR

- 10 a. Explain the objectives and functions of SIDBI and KIADB. (08 Marks)
- b. Discuss the case study of Microsoft. (08 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.