



CBCS SCHEME

15CS51

Fifth Semester B.E. Degree Examination, Dec.2019/Jan.2020 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 functions of management in detail. (08 Marks)
b. Explain nature and characteristics of management in detail. (08 Marks)

OR

- 2 a. Explain the levels of management. (08 Marks)
b. List the difference between administration and management. (04 Marks)
c. Explain the roles of Managers in detail. (04 Marks)

Module-2

- 3 a. Define Leadership. Explain leadership styles. (08 Marks)
b. Explain Herzberg's Hygiene theory. (08 Marks)

OR

- 4 a. Explain techniques of coordination. (08 Marks)
b. Explain steps in control process in detail. (08 Marks)

Module-3

- 5 a. Write the characteristics of Entrepreneurship and functions of entrepreneur. (08 Marks)
b. Explain types of Entrepreneurship in detail. (08 Marks)

OR

- 6 a. List the difference between Entrepreneur and Entrepreneurship. (04 Marks)
b. Explain stages of Entrepreneurial process in detail. (08 Marks)
c. Explain barriers to entrepreneurship. (04 Marks)

Module-4

- 7 a. Enumerate the content of Project report. (08 Marks)
b. Define ERP and explain its importance. (08 Marks)

OR

- 8 a. Define Project report and explain significance of report. (08 Marks)
b. Explain steps involved in Project report writing. (08 Marks)

Module-5

- 9 a. List the functions of DIC's. (08 Marks)
b. Explain KSSIDC. (08 Marks)

OR

- 10 a. List the characteristics of small scale industries. (08 Marks)
b. Explain trademark, copy rights and patents. (08 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 e.g. 42+8 = 50, will be treated as malpractice.

18 DEC 2019