

CBCS SCHEME

USN

15CS51

Fifth Semester B.E. Degree Examination, Aug./Sept.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 various functions of Management. (12 Marks)
b. Write differences between Management and Administration. (04 Marks)

OR

- 2 a. Explain the types of Planning. (06 Marks)
b. What is Recruitment? Explain various sources of recruitment. (06 Marks)
c. Define MBO and MBE. (04 Marks)

Module-2

- 3 a. Define Leadership. Briefly explain types of leadership styles. (06 Marks)
b. Explain meaning and nature of Directing. (04 Marks)
c. Compare and contrast the Maslow's need Hierarchy theory and Herzberg's two factor theory. (06 Marks)

OR

- 4 a. Differentiate between Coordination and Cooperation. (04 Marks)
b. List the methods of Establishing control. (04 Marks)
c. Explain the various techniques of coordination. (08 Marks)

Module-3

- 5 a. Define Entrepreneur. Explain the characteristics of Entrepreneur. (08 Marks)
b. Explain the role of Entrepreneur in Economic development in India. (08 Marks)

OR

- 6 a. Describe the various steps involved in Entrepreneurial process. (08 Marks)
b. Explain various types of feasibility study to be carried out in an organization. (08 Marks)

Module-4

- 7 a. Explain how to identify and select a project. Also give significance of project report. (08 Marks)
b. Explain the guidelines by Planning Commission for Project report. (08 Marks)

OR

- 8 a. What is ERP? Explain characteristics of ERP. (06 Marks)
b. Explain all functional areas of Management with respect to ERP. (10 Marks)

Module-5

- 9 a. Explain about trade marks in IPR. (06 Marks)
b. Write a note on Captain GR Gopinath. (06 Marks)
c. Define Small Scale Enterprise. (04 Marks)

OR

- 10 a. Write a short notes on :
i) SIDBI ii) DIC iii) KIADB iv) SSI v) NSIC. (10 Marks)
b. List characteristics of micro and small enterprises. (06 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 eg, 42+8 = 50, will be treated as malpractice.



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