



CBCS SCHEME

17CS51

Fifth Semester B.E. Degree Examination, Aug./Sept.2020 Management and Entrepreneurship for IT Industry

Time: 3 hrs.

Max. Marks: 100

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

Module-1

- 1 a. Define Management. Explain the functions of management. (10 Marks)
- b. Discuss in detail levels of management. (05 Marks)
- c. Explain any two modern management approaches. (05 Marks)

OR

- 2 a. Define planning? Explain types of plans. (07 Marks)
- b. Explain the steps involved in Decision-making with neat diagram. (06 Marks)
- c. Explain types of organizations in detail with advantages and disadvantages. (07 Marks)

Module-2

- 3 a. List out the differences between recruitment and selection. (05 Marks)
- b. Explain selection procedure in detail. (10 Marks)
- c. What is leadership? Explain various styles of leadership. (05 Marks)

OR

- 4 a. Explain any two motivation theories. (10 Marks)
- b. Describe communication process and its importance. (05 Marks)
- c. Explain steps in Control Process. (05 Marks)

Module-3

- 5 a. Define Entrepreneur. Explain classification of Entrepreneur. (08 Marks)
- b. Differentiate Entrepreneur and Manager. (06 Marks)
- c. Briefly explain the stages of entrepreneurial process. (06 Marks)

OR

- 6 a. What are the barriers faced by Entrepreneurs to start an enterprise. (05 Marks)
- b. Distinguish between Intrapreneur and Entrepreneur. (05 Marks)
- c. Explain the different types of feasibility study in identification of Business opportunities. (10 Marks)

Module-4

- 7 a. Define Project. Explain Project classification. (05 Marks)
- b. Explain in detail the contents of Project Report. (10 Marks)
- c. Discuss Project Identification and Selection. (05 Marks)

OR

- 8 a. Define ERP. Discuss functional areas of management with neat diagram. (10 Marks)
- b. Discuss the steps involved in report writing. (10 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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Module-5

- 9 a. Explain characteristics and advantages of micro and small enterprises. (08 Marks)
b. Explain the following :
(i) NSIC
(ii) SIDBI
(iii) KIADB (12 Marks)

OR

- 10 a. Define IPR. Explain in detail the main forms of Intellectual Property Rights? (10 Marks)
b. Write case study on :
(i) N. R. Narayana Murthy (10 Marks)
(ii) Microsoft (10 Marks)
