

# CBCS SCHEME

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18CS51

## Fifth Semester B.E. Degree Examination, Jan./Feb. 2021 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. What is management? List the functional areas of management and explain any two in detail. (10 Marks)
- b. Explain the managerial skills and the skill-mix required at various levels of management. (06 Marks)
- c. Write a note on need and importance of staffing. (04 Marks)

OR

- 2 a. Discuss the importance of planning. Briefly explain the general steps involved in planning. (10 Marks)
- b. Briefly explain the different approaches of management. (06 Marks)
- c. Define recruitment. List sources of recruitment. (04 Marks)

### Module-2

- 3 a. What is motivation? Explain Maslow's need hierarchy theory of motivation. (10 Marks)
- b. Explain major approaches of leadership. (06 Marks)
- c. Differentiate between co-ordination and co-operation. (04 Marks)

OR

- 4 a. Define control. Briefly explain the methods of establishing control. (08 Marks)
- b. Explain Herzberg's motivation – hygiene theory. (08 Marks)
- c. Write a note on importance of communication. (04 Marks)

### Module-3

- 5 a. Define entrepreneur. Explain the functions of entrepreneur. (08 Marks)
- b. What are the barriers of an entrepreneur? (06 Marks)
- c. Write a note on market and financial feasibility study. (06 Marks)

OR

- 6 a. Explain different type of entrepreneur. (08 Marks)
- b. Discuss the growth of industrial entrepreneurship in India. (06 Marks)
- c. Write a note on technical and social feasibility study. (06 Marks)

### Module-4

- 7 a. What is a project? Explain in detail the various ways of project identification. (08 Marks)
- b. Explain the significance of project report. List down the guidelines by planning commission. (06 Marks)
- c. Write a note on functional areas of management—finance and accounting and human resources. (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.

OR

- 8 a. What is ERP? Explain the importance and need of a ERP for an organization. (08 Marks)  
b. Explain the factors involved in selection of a project. (06 Marks)  
c. Write a note on functional areas of management – marketing/sales and supply chain management. (06 Marks)

**Module-5**

- 9 a. Explain the steps involved in establishing micro and small enterprises. (10 Marks)  
b. Discuss the case study of air Deccan (Captain G.R Gopinath). (06 Marks)  
c. What is patent? List different types of patents. (04 Marks)

OR

- 10 a. Explain the following institutions :  
i) KIADB  
ii) KSSIDC  
iii) NSIC  
iv) KSFC  
v) DIC. (10 Marks)  
b. Discuss the case study of Infosys (N.R. Narayana Murthy). (06 Marks)  
c. List the advantages of micro and small enterprises. (04 Marks)

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18CS51

Scheme & Solutions

Subject Title: Management &amp; Entrepreneurship for IT Industry Subject Code: 18CS51

Question Number	Solution	Marks Allocated
Q No 1 a)	- Explanation of management	02
	- List atleast 6 functional areas	02
	- Explanation of 2 functional areas	3+3=6
b)	- Explanation of conceptual, technical and human relations skills	03
	- skill-mix at top, middle and supervisory levels of management	03
c)	- Importance of staffing explanation	02
	- Explanation of need for staffing	02
Q No 2 a)	- Explanation of importance of planning like ① minimizes the risk & uncertainty ② leads to success ③ focusses attention of organizational goals ④ facilitates control	04
	- Explanation of steps like ① Establishing verifiable goals ② Establishing planning premises ③ Deciding the planning period ④ Finding alternative course of action ⑤ Evaluating & selecting course of action ⑥ Developing derivative plans ⑦ measuring & controlling	06
b)	- Explanation of Quantitative, Systems and Contingency approaches	3x2 = 06
c)	- Definition of recruitment	02
	- List of recruitment sources	02

Question Number	Solution	Marks Allocated
Q No. 3 a)	- Explanation of motivation - Explanation of Maslow's need hierarchy theory with neat diagram	02 08
b)	- Explanation of Traits, Behavioural approaches and supervision	06
c)	- List or explanation of four differences	04
Q No. 4 a)	- Definition of Control - Explanation of ① Establishing the standards ② Measurement and comparing actual results against the standards ③ Taking corrective actions	02 06
b)	- Explanation of Herzberg's 2 factor theory covering maintenance factors and motivators or satisfiers.	08
c)	- Explanation of importance of communication	04
Q No. 5 a)	- Definition of Entrepreneur - Explanation of all functions of Entrepreneur from idea generation to implementation and managing enterprise.	02 06
b)	- Explanation of the barriers of an Entrepreneur.	06
c)	- Explanation of Market feasibility study - Explanation of Financial feasibility study	03 03
Q No. 6 a)	- Explanation of different types of Entrepreneurs based on Danhof's classification, Cole's Classification, scale of enterprise and other classification.	08
b)	- Explanation of growth of industrial Entrepreneurship in India	06

Question Number	Solution	Marks Allocated
c)	- Explanation of technical feasibility study	03
	- Explanation of social feasibility study	03
Q.No. 7a)	- Explanation of a project	02
	- Explanation of various way of project identification	06 } 8
b)	- Explanation of significance of project report	03
	- List of guidelines by planning commission	03 } 6
c)	- Explanation of Finance & accounting	03
	- Explanation of Human Resources	03 } 6
Q.No. 8a)	- Explanation of ERP	02
	- Explanation of importance & need of an ERP.	06 } 8
b)	- Explanations of selection of a project	06
c)	- Explanation of marketing/sales	03
	- Explanation of Supply chain Management	03 } 6
Q.No. 9a)	- Explanation of the steps involved in starting a micro & small enterprise.	10
b)	- Explanation of Airdeccan case study	06
c)	- Explanation of patent	02
	- List of types of patents	02 } 4
Q.No. 10a)	- Explanation five institutions - objectives and operations of the intitutions	5x2 = 10
b)	- Explanation of Infosys case study.	06
c)	- List of atleast four advantages of a micro and small enterprises	04