CBCS SCHEME

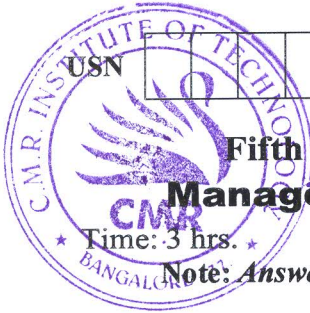17CS51

Fifth Semester B.E. Degree Examination, June/July 2023
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 process of management.	(10 Marks)
	b.	Explain the various roles of a manger in an organization.	(05 Marks)
	c.	Discuss in detail levels of management.	(05 Marks)

OR

2	a.	Define objectives. Explain the characteristics and requirements of sound objectives.	(10 Marks)
	b.	What is planning? What are the steps involved in it.	(10 Marks)

Module-2

3	a.	What is Staffing? Describe the importance and need for staffing.	(05 Marks)
	b.	Differentiate between recruitment and selection. Describe the steps involved in the selection process.	(10 Marks)
	c.	What is leadership? Explain various styles of leadership.	(05 Marks)

OR

4	a.	What is Motivation? Explain Maslow's need hierarchy theory of motivation.	(10 Marks)
	b.	What is Communication? Explain the purposes of communication.	(10 Marks)

Module-3

5	a.	Define entrepreneur. Explain the classification of an entrepreneur.	(10 Marks)
	b.	Explain various stages in entrepreneurial process.	(10 Marks)

OR

6	a.	Distinguish between Intrapreneur and Entrepreneur.	(05 Marks)
	b.	Explain the role of entrepreneurs in economic development of India.	(05 Marks)
	c.	Discuss the qualities and characteristics of an entrepreneur.	(10 Marks)

Module-4

7	a.	Discuss the steps involved in report writing.	(10 Marks)
	b.	Explain the guidelines by planning commission for project report.	(10 Marks)

OR

8	a.	Define project. Explain the project classific.	(05 Marks)
	b.	Explain in detail the contents of project report.	(10 Marks)
	c.	Discuss project identification and selection.	(05 Marks)

Module-5

9	a.	Explain the steps involved in establishing micro and small enterprises.	(10 Marks)
	b.	Explain the objectives and functions of SIDBI and KSSIDC.	(10 Marks)

OR

10	a.	Discuss the case study of captain G.R. Gopinath.	(10 Marks)
	b.	Define IPR. Explain in detail the main forms of intellectual property Rights.	(10 Marks)

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