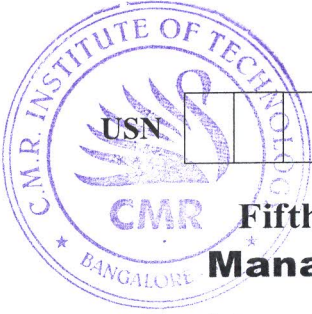


# CBCS SCHEME

17CS51



## Fifth Semester B.E. Degree Examination, Dec.2023/Jan.2024 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 the term "management". List and explain the nature and characteristics of the management. (10 Marks)
- b. State the importance of planning. Differentiate strategic planning and tactical planning. (10 Marks)

OR

- 2 a. Define the term "management". Explain the functional areas of the management. (10 Marks)
- b. List and explain the steps in the staff selection process with a suitable diagram. (10 Marks)

### Module-2

- 3 a. Define the term "directing". Discuss the various principles of directing. (07 Marks)
- b. Compare autocratic, participative and free-rein leadership styles. (07 Marks)
- c. Discuss the essentials of a sound control system. (06 Marks)

OR

- 4 a. Define the term "motivation". Explain the Maslow's theory of motivation with a suitable diagram. (08 Marks)
- b. Explain the importance of communication. (05 Marks)
- c. Explain the various methods of controlling. (07 Marks)

### Module-3

- 5 a. Define the term "entrepreneur". Discuss the characteristics of an entrepreneur. (10 Marks)
- b. Distinguish between Intreprenuer and Entrepreneur. (05 Marks)
- c. Discuss the role of entrepreneurship in economic development. (05 Marks)

OR

- 6 a. Define the term "Entrepreneur". Explain the various stages involved in the entrepreneurial process. (10 Marks)
- b. Explain the various barriers in entrepreneurship. (05 Marks)
- c. Classify the various categories of entrepreneurship based on different factors. (05 Marks)

### Module-4

- 7 a. Define the meaning of a project. State and explain the classification of projects. (10 Marks)
- b. Explain the sources of project identification. (05 Marks)
- c. Discuss the need and significance of a project report. (05 Marks)

OR

- 8 a. Explain the various factors to be considered for selection of a project. (06 Marks)
- b. Discuss the contents of a project report. (08 Marks)
- c. List the guidelines by planning commission for a project report. (06 Marks)

**Module-5**

- 9 a. Explain the characteristics and advantages of SSI. (10 Marks)  
b. Describe the steps in establishing SSIs. (10 Marks)

**OR**

- 10 a. Describe the role of SSI in economic development. (10 Marks)  
b. Explain the following institutions: (i) DIC (ii) SIDBI (10 Marks)

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