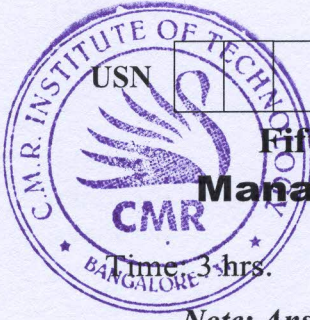


# CBCS SCHEME

18CS51



Fifth Semester B.E. Degree Examination, June/July 2024

## Management and Entrepreneurship for IT Industry

Max. Marks: 100

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

### Module-1

- 1 a. Explain management and discuss the functional areas of management. (08 Marks)
- b. Explain the steps involved in planning. (06 Marks)
- c. Discuss the staff selection process in detail (06 Marks)

OR

- 2 a. Bring out the nature of management and discuss the various roles of a manager. (08 Marks)
- b. List the types of organizations and explain any two highlighting its advantages and disadvantages. (06 Marks)
- c. Compare and contrast strategic and tactical planning. (06 Marks)

### Module-2

- 3 a. Explain different leadership styles with their merits and demerits. (08 Marks)
- b. Discuss the characteristics and importance of coordination. (06 Marks)
- c. Discuss Herzberg's two factors theory. (06 Marks)

OR

- 4 a. Explain motivation. Discuss Maslow's need hierarchy theory of motivation. (08 Marks)
- b. Explain controlling and discuss the steps in controlling. (06 Marks)
- c. Explain the importance of communication. (06 Marks)

### Module-3

- 5 a. Discuss the different types of entrepreneurs in detail. (10 Marks)
- b. Explain financial and technical feasibility study. (10 Marks)

OR

- 6 a. Explain the stages of entrepreneurial process in detail. (10 Marks)
- b. Discuss the role of entrepreneurs in the economic development of the country and list the barriers to entrepreneurship. (10 Marks)

### Module-4

- 7 a. Explain the significance of project report and list down the planning commission guidelines for project report preparation. (08 Marks)
- b. Illustrate the functional areas of operation of management – Marketing and sales and supply chain management. (06 Marks)
- c. Write a note on project identification with sources. (06 Marks)

OR

- 8 a. Discuss the various contents of project report. (08 Marks)
- b. Illustrate the functional areas of operation of management – Accounting and finance and human resources. (06 Marks)
- c. Write a note on project selection. (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.

**Module-5**

- 9 a. Discuss the steps involved in establishing micro and small enterprise. (08 Marks)  
b. Discuss the case study of Infosys (N R Narayana Murthy). (06 Marks)  
c. Explain the objectives and functions provided by SIDBI and KIADB (06 Marks)

**OR**

- 10 a. Explain the objectives and functions provided by  
(i) KSFC (ii) DIC (iii) TECSOC (iv) KSSIDC (08 Marks)  
b. Discuss the case study of Air Deccan (Captain G. R. Gopinath). (06 Marks)  
c. Explain Trademark, Copy Rights and Patents. (06 Marks)

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