Model Question Paper-1 with effect from 2019-20 (CBCS Scheme)

USN

Fifth Semester B.E. Degree Examination
MANAGEMENT AND ENTREPRENEURSHIP FOR IT INDUSTRY

TIME: 03 Hours   **Max. Marks: 100**

Note: 01. Answer any **FIVE** full questions, choosing at least **ONE** question from each **MODULE**.

		Module – 1	
Q.1	**(a)**	Define management. Explain characteristics of management	10
	(b)	Explain nature of planning and its importance in planning	10
		OR	
Q.2	**(a)**	Explain contribution of F.W Taylor to the theory of management	10
	(b)	Explain types of planning	10
		Module – 2	
Q.3	**(a)**	Define leadership. Explain various leadership styles	10
	(b)	Explain process of recruitment and selection process	10
		OR	
Q.4	**(a)**	What is controlling .Explain the steps in a control process	10
	(b)	Explain the importance of coordination and its techniques	10
		Module – 3	
Q.5	**(a)**	Explain the characteristics of entrepreneur	10

	(b)	Discuss technical and financial feasibility study	10
	OR		
	(a)	Discuss different types of entrepreneurs	10
Q.6	**(b)**	List out the common reasons for lack of entrepreneurship in India	10
	Module – 4		
	(a)	List the process of project identification	10
Q.7	**(b)**	Explain marketing and supply chain management	10
	OR		
Q.8	**(a)**	Explain contents of project report	10
	(b)	Explain types of reports and methods of report generation	10
	Module – 5		
Q.9	**(a)**	Explain advantages and disadvantages of small scale industries	10
	(b)	Explain different types of patents	10
	OR		
Q.10	**(a)**	Explain steps involved in small scale industries	10
	(b)	Explain KIADB, KSSIDC ,DIC and NSIC	10

Table showing the Bloom's Taxonomy Level, Course Outcome and Programme Outcome				
Question		**Bloom's Taxonomy Level attached**	**Course Outcome**	**Programme Outcome**
Q.1	(a)	L2	01	PO 11,12
	(b)	L2	01	PO 11,12
	(c)	L2	01	PO 11,12
Q.2	(a)	L2	01	PO 11,12
	(b)	L2	01	PO 11,12
	(c)	L2	01	PO 11,12
Q.3	(a)	L2	01	PO 11,12
	(b)	L2	01	PO 11,12
	(c)	L2	01	PO 11,12
Q.4	(a)	L2	01	PO 11,12
	(b)	L2	01	PO 11,12
	(c)	L2	01	PO 11,12
Q.5	(a)	L2	01	PO 11,12
	(b)	L2	01	PO 11,12
	(c)	L2	01	PO 11,12
Q.6	(a)	L2	01	PO 11,12
	(b)	L2	01	PO 11,12
	(c)	L2	01	PO 11,12
Q.7	(a)	L2	02	PO 11,12
	(b)	L2	02	PO 11,12
	(c)	L2	02	PO 11,12
Q.8	(a)	L2	02	PO 11,12
	(b)	L2	02	PO 11,12
	(c)	L2	03	PO 11,12
Q.9	(a)	L2	03	PO 11,12
	(b)	L2	03	PO 11,12
	(c)	L2	03	PO 11,12
Q.10	(a)	L2	03	PO 11,12
	(b)	L2	03	PO 11,12
	(c)	L2	03	PO 11,12

Bloom's Taxonomy Levels	**Lower order thinking skills**		
	Remembering(knowledge):L_1	Understanding Comprehension): L_2	Applying (Application): L_3
	Higher order thinking skills		
	Analyzing (Analysis): L_4	Valuating (Evaluation): L_5	Creating (Synthesis): L_6

Model Question Paper-1 with effect from 2018-19 (CBCS Scheme)

USN

Fifth Semester B.E. Degree Examination
Management and Entrepreneurship for IT Industry

TIME: 03 Hours   **Max. Marks: 100**

Note: 01. Answer any **FIVE** full questions, choosing at least **ONE** question from each **MODULE**.

		Module – 1	
Q.1	**(a)**	Define management. Explain management functions.	06
	(b)	Explain Henri Fayol's administrative management	07
	(c)	What are the steps involved in planning? Explain.	07
		OR	
Q.2	**(a)**	Define organization. Explain the purpose of organizing.	08
	(b)	Explain the process of selection.	08
	(c)	What are the sources of recruitment.	04
		Module – 2	
Q.3	**(a)**	Explain the requirements of effective direction.	05
	(b)	Write a note on democratic leadership style with its merits and demerits.	05
	(c)	Explain Maslow's need hierarchy theory of motivation.	10
		OR	
Q.4	**(a)**	Explain the importance of communication.	08
	(b)	Explain Herzberg two factor theory.	08
	(c)	Describe the steps in controlling process.	04
		Module – 3	
Q.5	**(a)**	Explain various stages in entrepreneurial process.	10

	(b)	Explain the role of entrepreneur in economic development.	10
		OR	
	(a)	Explain the following i) Market feasibility study ii) Technical feasibility study	10
Q.6	(b)	What are the barriers of entrepreneurs?	10
		Module – 4	
	(a)	Explain project identification in detail.	10
	(b)	What is project report? Explain the guidelines provided by planning commission for preparation of project report.	10
Q.7			
		OR	
	(a)	What is ERP. Why ERP is important to a company.	10
Q.8	(b)	Explain supply chain management.	10
		Module – 5	
	(a)	Explain the characteristics of small enterprises.	10
	(b)	Explain the following : i) DIC ii) KIADB iii) TECSOK iv) KSFC v) NSIC	10
Q.9			
		OR	
	(a)	Explain the steps in starting a small enterprise.	10
	(b)	Discuss case study of Microsoft	10
Q.10			

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Table showing the Bloom's Taxonomy Level, Course Outcome and Programme Outcome				
Question		**Bloom's Taxonomy Level attached**	**Course Outcome**	**Programme Outcome**
Q.1	(a)	L2	CO1	PO9
	(b)	L2	CO1	PO10
	(c)	L2	CO1	PO11
Q.2	(a)	L2	CO1	PO11
	(b)	L2	CO1	PO9
	(c)	L1	CO1	PO9
Q.3	(a)	L2	CO1	PO10
	(b)	L2	CO1	PO9
	(c)	L2	CO1	PO12
Q.4	(a)	L2	CO1	PO10
	(b)	L2	CO1	PO12
	(c)	L2	CO1	PO9
Q.5	(a)	L2	CO1	PO6
	(b)	L3	CO1	PO6
Q.6	(a)	L2	CO1	PO11
	(b)	L2	CO1	PO12
Q.7	(a)	L2	CO2	PO11
	(b)	L2	CO2	PO11
Q.8	(a)	L3	CO2	PO10
	(b)	L2	CO2	PO10
Q.9	(a)	L2	CO3	PO6
	(b)	L2	CO3	PO11
Q.10	(a)	L2	CO3	PO6
	(b)	L3	CO3	PO11

	Lower order thinking skills		
Bloom's Taxonomy Levels	Remembering(knowledge):L_1	Understanding Comprehension): L_2	Applying (Application): L_3
	Higher order thinking skills		
	Analyzing (Analysis): L_4	Valuating (Evaluation): L_5	Creating (Synthesis): L_6