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15CS/IS51

Fifth Semester B.E. Degree Examination, June/July 2018 Management and Entrepreneurship for IT Industry

Time: 3 hrs.

Max. Marks: 80

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

Module-1

- 1 a. Explain the contributions made by Frederick Winslow Taylor under scientific management. (08 Marks)
- b. With a neat diagram, explain the hierarchy of planning. (08 Marks)

OR

- 2 a. Explain the general principles of administrative management theory as laid down by Henri Fayol. (08 Marks)
- b. Explain any two types of organization highlighting its advantages and disadvantages. (08 Marks)

Module-2

- 3 a. Explain Row Maslow's hierarchy of needs help a manager to motivate his subordinates. (08 Marks)
- b. Define direction. Explain the principles of direction. (08 Marks)

OR

- 4 a. Define leadership. Explain the various leadership styles. (08 Marks)
- b. Define coordination. Explain the importance of coordination. (08 Marks)

Module-3

- 5 a. Explain the classification of entrepreneurs. (08 Marks)
- b. Explain the various types of feasibility study to be carried out in an organization. (08 Marks)

OR

- 6 a. Define entrepreneur. Explain the characteristics of an entrepreneur. (08 Marks)
- b. Explain the role of entrepreneurs in economic development in India. (08 Marks)

Module-4

- 7 a. Explain the contents of a project report. (10 Marks)
- b. Explain the various functional areas of enterprise resource planning. (06 Marks)

OR

- 8 a. Explain the different criteria to be used for project selection. (08 Marks)
- b. Explain the guidelines by planning commission for project report. (08 Marks)

Module-5

- 9 a. Explain the steps in establishing micro and small enterprises. (08 Marks)
- b. Discuss the case study of Microsoft. (08 Marks)

OR

- 10 a. Discuss the case study of N R Narayana Murthy and Infosys. (08 Marks)
- b. Explain the objectives and functions provided by SIDBI and KSFC. (08 Marks)