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15CS51

Fifth Semester B.E. Degree Examination, Dec.2017/Jan.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. Define Management? Explain the functional areas of management? (07 Marks)
- b. Explain the Henri Fayol's administrative management. (09 Marks)

OR

- 2 a. What are the steps involved in planning? Explain. (07 Marks)
- b. Explain committee organization with its advantages and disadvantages. (05 Marks)
- c. What are the sources of recruitment? (04 Marks)

Module-2

- 3 a. Write a note on Autocratic and democratic leadership styles with its merits and demerits. (08 Marks)
- b. What is motivation? Explain Maslow's need hierarchy theory of motivation. (08 Marks)

OR

- 4 a. Explain the importance of communication? (05 Marks)
- b. Describe the steps in controlling process. (06 Marks)
- c. What is the need for co-ordination? (05 Marks)

Module-3

- 5 a. Explain the classification of Entrepreneur? (08 Marks)
- b. Describe the steps involved in entrepreneurial process? (08 Marks)

OR

- 6 a. What are the barriers of entrepreneurs? (06 Marks)
- b. Explain Technical and Financial feasibility study. (10 Marks)

Module-4

- 7 a. What is project report? Explain guidelines provided by planning commission for preparation of project report. (10 Marks)
- b. Write a note on project identification. (06 Marks)

OR

- 8 a. What is ERP? Explain its importance. (06 Marks)
- b. Explain the objective of market research. (10 Marks)

Module-5

- 9 a. What are the objectives and problems of SFC? (10 Marks)
- b. What are the different types of patents? Explain. (06 Marks)

OR

- 10 a. Briefly explain about trademarks in IPR. (10 Marks)
- b. Write a note on N. R. Narayana Murthy. (06 Marks)

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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.