

CBCS SCHEME

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18CS51

Fifth Semester B.E. Degree Examination, Jan./Feb. 2021
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. What is management? List the functional areas of management and explain any two in detail. (10 Marks)
- b. Explain the managerial skills and the skill-mix required at various levels of management. (06 Marks)
- c. Write a note on need and importance of staffing. (04 Marks)

OR

- 2 a. Discuss the importance of planning. Briefly explain the general steps involved in planning. (10 Marks)
- b. Briefly explain the different approaches of management. (06 Marks)
- c. Define recruitment. List sources of recruitment. (04 Marks)

Module-2

- 3 a. What is motivation? Explain Maslow's need hierarchy theory of motivation. (10 Marks)
- b. Explain major approaches of leadership. (06 Marks)
- c. Differentiate between co-ordination and co-operation. (04 Marks)

OR

- 4 a. Define control. Briefly explain the methods of establishing control. (08 Marks)
- b. Explain Herzberg's motivation – hygiene theory. (08 Marks)
- c. Write a note on importance of communication. (04 Marks)

Module-3

- 5 a. Define entrepreneur. Explain the functions of entrepreneur. (08 Marks)
- b. What are the barriers of an entrepreneur? (06 Marks)
- c. Write a note on market and financial feasibility study. (06 Marks)

OR

- 6 a. Explain different type of entrepreneur. (08 Marks)
- b. Discuss the growth of industrial entrepreneurship in India. (06 Marks)
- c. Write a note on technical and social feasibility study. (06 Marks)

Module-4

- 7 a. What is a project? Explain in detail the various ways of project identification. (08 Marks)
- b. Explain the significance of project report. List down the guidelines by planning commission. (06 Marks)
- c. Write a note on functional areas of management—finance and accounting and human resources. (06 Marks)

1 of 2

ALL BRANCHES | ALL SEMESTERS | NOTES | QUESTION PAPERS | LAB MANUALS
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OR

- 8 a. What is ERP? Explain the importance and need of a ERP for an organization. (08 Marks)
- b. Explain the factors involved in selection of a project. (06 Marks)
- c. Write a note on functional areas of management – marketing/sales and supply chain management. (06 Marks)

Module-5

- 9 a. Explain the steps involved in establishing micro and small enterprises. (10 Marks)
- b. Discuss the case study of air Deccan (Captain G.R Gopinath). (06 Marks)
- c. What is patent? List different types of patents. (04 Marks)

OR

- 10 a. Explain the following institutions : (10 Marks)
 - i) KIADB
 - ii) KSSIDC
 - iii) NSIC
 - iv) KSFC
 - v) DIC.
- b. Discuss the case study of Infosys (N.R. Narayana Murthy). (06 Marks)
- c. List the advantages of micro and small enterprises. (04 Marks)

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15CS51

Fifth Semester B.E. Degree Examination, Dec.2018/Jan.2019
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 various roles of a manager. (06 Marks)
 b. Explain the contribution of FW Taylor to the theory of management. (10 Marks)

OR

- 2 a. Explain the steps involved in planning, and give the importance and purpose of planning process. (12 Marks)
 b. What are MBO and MBE? Explain. (04 Marks)

Module-2

- 3 a. Explain types of leaders or leadership styles. (06 Marks)
 b. Explain steps in controlling. (10 Marks)

OR

- 4 a. Explain Maslow's hierarchy theory. (10 Marks)
 b. Explain the following: (i) Cognitive evaluation theory (06 Marks)
 (ii) Herzberg (two-factor theory)

Module-3

- 5 a. Differentiate between entrepreneur, intrapreneur and manager. (04 Marks)
 b. Explain various stages in entrepreneurial process. (12 Marks)

OR

- 6 a. List some of the most commonly attributed reasons for the lack of entrepreneurship in India. (12 Marks)
 b. Write short notes on: (i) Procrastination (ii) Tying your dreams to age (04 Marks)

Module-4

- 7 a. Explain the phases of project identification with its sources. (04 Marks)
 b. List out various contents of project report. (12 Marks)

OR

- 8 a. Explain various factors to be considered for selection of a project. (06 Marks)
 b. Give the meaning of project appraisal. (10 Marks)

Module-5

- 9 a. Explain the following: (i) NSIC (ii) DIC (iii) NIMSMIET (iv) NIESBUD (v) KSFC (10 Marks)
 b. Justify WTO and its impact on Small Scale Industries in India. (06 Marks)

OR

- 10 a. What is TECSOK? Explain the services offered by TECSOK. (10 Marks)
 b. Explain the aims and objectives of KIADB. (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.