

Fifth Semester B.E. Degree Examination, Feb./Mar. 2022
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 according to George. R. Terry? Mention and explain the Functional areas of Management. (10 Marks)
- b. Explain the features of System's approach in Management. (06 Marks)
- c. Explain the different levels of Management. (04 Marks)

OR

- 2 a. What is Planning? Explain the importance of Planning. (05 Marks)
- b. Mention and explain the features, benefits and drawbacks of matrix organizational structure. (08 Marks)
- c. Explain the steps involved in the Selection process. (07 Marks)

Module-2

- 3 a. Define Leadership. Give the differences between Autocratic, Participative and Free rein Leadership styles. (07 Marks)
- b. What is Motivation? Give the importance of Motivation. Explain Herzberg's two factor theory. (08 Marks)
- c. What is Communication? Give the differences between Formal and informal communication. (05 Marks)

OR

- 4 a. What is Co-ordination? Explain the requisites of effective co-ordination. (06 Marks)
- b. Define Controlling. Explain the steps involved in the Controlling Process. (10 Marks)
- c. Explain the benefits of Controlling. (04 Marks)

Module-3

- 5 a. Define Entrepreneurship. Explain the role of Entrepreneurs in Economic development. Explain the barriers to Entrepreneurship. (10 Marks)
- b. Explain the different ways of Identifying business opportunities. (10 Marks)

OR

- 6 a. Mention the importance of Entrepreneurship. (05 Marks)
- b. Explain the features of following types of Entrepreneurs : i) Drone Entrepreneur ii) Business Entrepreneur iii) Non – Technical Entrepreneur iv) Intrapreneur. (08 Marks)
- c. Mention and explain the stages in Entrepreneurial process. (07 Marks)

Module-4

- 7 a. What is Project? Explain the different ways of Project Identification and Project selection. (10 Marks)
- b. What is Project Report? What are the significances of Project report? Explain the planning commission guidelines for preparing a project report. (10 Marks)

OR

- 8 a. What is Enterprise Resource Planning? Give the advantages of ERP. (06 Marks)
b. Give the features of the following ERP Software's :
i) Human Resource Management System ii) Financial Management System. (08 Marks)
c. Explain briefly steps involved in Report writing. (06 Marks)

Module-5

- 9 a. Define MSME. List the characteristics and advantages of MSME. (08 Marks)
b. Explain Indian Industrial Policy 2007 on MSME. (07 Marks)
5 c. Write a case study of Captain G.R. Gopenath. (05 Marks)

OR

- 10 a. Give the facilities provided to Entrepreneurs by the following Institutions :
i) KIADB ii) KSEC iii) DIC. (12 Marks)
b. What are Intellectual Property Right? Briefly explain the main forms of Intellectual Property Rights. (08 Marks)
