# CBCS Scheme

USN 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

- 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
- 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
  - 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)

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) n. (08 Marks)
- Explain the various types of feasibility study to be carried out in an organization.
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## Module-4

7 a. Explain the contents of a project report.

(10 Marks)

(08 Marks)

(08 Marks)

b. Explain the various functional areas of enterprise resource planning.

a. Define entrepreneur. Explain the characteristics of an entrepreneur.

Explain the role of entrepreneurs in economic development in India.

(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

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)

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