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15CS51

Fifth Semester B.E. Degree Examination, Dec.2017/Jan.2018 Management and Entrepreneurship for IT Industry

Tin	me:	3 hrs.	Max. Marks: 80
	1	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)
2		Module-2 Write a note on Automatic and demogratic leadarchin styles with its man	its and demorits
3	a.	Write a note on Autocratic and democratic leadership styles with its mer	(08 Marks)
	b.	What is motivation? Explain Maslow's need hierarchy theory of motivat	
		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)
5	0	Explain the classification of Entrepreneur?	(08 Marks)
3	a.	Describe the steps involved in entrepreneurial process?	(08 Marks)
	b.	Describe the steps involved in entrepreneurial process:	(00 Wates)
		OR	
6	a.	What are the barriers of entrepreneurs?	(06 Marks)
U	b.	Explain Technical and Financial feasibility study.	(10 Marks)
	v.		(10 1111111)
7	a.	Module-4 What is project report? Explain guidelines provided by planning commis	sion for preparation
,	a.	of project report.	(10 Marks)
	h	Write a note on project identification.	(06 Marks)
	b.	write a note on project identification.	(00 Marks)
		OR	
8	a.	What is ERP? Explain its importance.	(86 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)
	1	OR	
10		Briefly explain about trademarks in IPR.	(10 Marks)
40	a. b.	Write a note on N. R. Narayana Murthy.	(06 Marks)
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