7CS51

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Management and Entrepreneurship for IT Industry

Time: 3 hrs. Max. Marks: 100

Fifth Semester B.E. Degree Examination, Dec.2019/Jan.2020

Note: Answer any FIVE full questions, choosing ONE full question from each module. Any revealing of identification, appeal to evaluator and /or equations written eg. 42+8 = 50, will be treated as malpractice Module-1 Define management. Explain the functional areas of management. (10 Marks) Explain the steps involved in planning, and mention the importance and purpose of planning process. (10 Marks) OR Explain the contribution of F.W. Taylor to the theory of management (10 Marks) Explain types of Planning and Organization. (10 Marks) Module-2 Define leadership. Explain the various leadership styles. (10 Marks) Define staffing. Explain the process of recruitment and selection. (10 Marks) What is controlling? Explain the steps in controlling. (10 Marks) What is the need for coordination and explain Maslow's hierarchy theory. (10 Marks) Module-3 Explain various stages in entrepreneurial process (12 Marks) Explain technical and financial feasibility study (08 Marks) List some of the most commonly attributed reasons for the lack of entrepreneurship in India. (10 Marks) b. Differentiate between Entrepreneur, Intrapreneur and Managers. (10 Marks) Important Note: 1. On completing your answers, 2. Any revealing of identification Module-4 Explain the objectives of market research. (10 Marks) b. List out the various contents of project report. (10 Marks) Explain the guidelines by Planning Commission for Project Report. (10 Marks) Discuss Enterprise Resource Planning and Supply Chain Management. (10 Marks) Module-5 Explain the following: (i) NSIC (ii) DIC (iii) NIMSMIET (iv) NIESBUD (v) KSFC (vi) KIADB (12 Marks) What are the different type of patents and explain them. (08 Marks)

OR

Discuss case study of Microsoft. (10 Marks) Discuss case study of NR Narayanamurthy and Infosys. (10 Marks)

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