CBCS SCHEME

USN 17CS5

Fifth Semester B.E. Degree Examination, Aug./Sept.2020 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. | Define Management. Explain the functions of management. | - 4 | (10 Marks) |
|---|----|---------------------------------------------------------|-----|------------|
| | Ь. | Discuss in detail levels of management. | A | (05 Marks) |
| | c. | Explain any two modern management approaches. | 1 | (05 Marks) |

OR

| 2 | a. | Define planning? Explain types of plans. | (07 Marks) |
|---|----|-----------------------------------------------------------------------------|------------|
| | | Explain the steps involved in Decision-making with near diagram. | (06 Marks) |
| | | Explain types of organizations in detail with advantages and disadvantages. | (07 Marks) |

Module

| 3 | a. | List out the differences between recruitment and selection. | (05 Marks) |
|---|----|-------------------------------------------------------------|------------|
| | b. | Explain selection procedure in detail. | (10 Marks) |
| | | What is leadership? Explain various styles of leadership. | (05 Marks) |

OR

| 1 | a. | Explain any two motivation theories. | (10 Marks) |
|---|----|----------------------------------------------------|------------|
| | | Describe communication process and its importance. | (05 Marks) |
| | | Explain steps in Control Process. | (05 Marks) |

Module-3

| 5 | a. | Define Entrepreneur, Explain classification of Entrepreneur. | (08 Marks) |
|---|----|--------------------------------------------------------------|------------|
| | b. | Differentiate Entrepreneur and Manager. | (06 Marks) |
| | | Briefly explain the stages of entrepreneurial process. | (06 Marks) |

| | | OR | |
|---|----|--------------------------------------------------------------------------------|----------------|
| 6 | a. | What are the barriers faced by Entrepreneurs to start an enterprise. | (05 Marks) |
| - | b. | Distinguish between Intrapreneur and Entrepreneur. | (05 Marks) |
| | c. | Explain the different types of feasibility study in identification of Business | opportunities. |
| | | | (10 Marks) |

Module-4

| 7 | a. | Define Project. Explain Project classification. | (05 Marks) |
|---|----|---------------------------------------------------|------------|
| | | Explain in detail the contents of Project Report. | (10 Marks) |
| | C | Discuss Project Identification and Selection. | (05 Marks) |

OR

| 8 a. | Define ERP. Discuss functional areas of management with neat diagram. | (10 Marks) |
|------|-----------------------------------------------------------------------|------------|
| | Discuss the steps involved in report writing. | (10 Marks) |

1 of 2

DOWNLOAD THIS FREE AT

www.vturesource.com

17CS51

Module-5

- 9 a. Explain characteristics and advantages of micro and small enterprises.
 - b. Explain the following:
 - (i) NSIC
 - (ii) SIDBI
 - (iii) KIADB

(12 Marks)

OR

- 10 a. Define IPR. Explain in detail the main forms of Intellectual Property Rights? (10 Marks)
 - b. Write case study on:
 - (i) N. R. Narayana Murthy
 - (ii) Microsoft

(10 Marks)

2 of 2