



ACHARYA INSTITUTE OF TECHNOLOGY, BENGALURU 560107

INTERNAL ASSESMENT - I [Academic Year: 2020-21]

Sub with Code: *Management and Entrepreneurship for IT
Industry(18CS51)*

Course/Semester: *B.E CSE /V Sem*
Max Marks:50M

Date: 08-10-2020
Duration: 120 mins

Note: Answer the questions (All questions carry equal marks)

Q.No	Question	CO/Marks
1.	Illustrate various leadership styles with example.	CO 1
	(OR)	
2.	Classify the different types of organization.	10M
3.	Differentiate between (i) strategic planning and tactical planning (ii) single plan and standing plans	CO 3
	(OR)	
4.	Classify the different roles of manager according to Mintzberg.	10 M
5.	Zenith Limited is a highly reputed company and many people wanted to join the company. The employees of the organization are very happy and they discussed how they came in contact with this organization. Aman said that he was introduced by the present sales manager Mr.John. Benu said that he had applied through newspaper and was appointed as HR. Vaibhav said that he was directly called from IIM Ahmedabad from where he was about to complete his MBA. Analyze the functional areas of management in the above case study and specify its functionalities.	CO 3 10 M
	(OR)	
6.	Distinguish between Policy and Procedure? Should a policy be permanent or subject to changes?	
7.	Illustrate the principles of management as laid down by Henri Fayol. Is this list exhaustive?	CO 1
	(OR)	
8.	You have been asked to organize the recruitment and selection of office staff for new branch office. Illustrate the possible sources of man power supply & procedure to recruit the right candidate.	10M
9.	Distinguish between management and administration. How far this distinction justified in your opinion?	CO 3
	(OR)	
10.	“Managers at all levels require some competence in each technical, conceptual and HR skills with difference in emphasis”. Analysis this with suitable example.	10 M

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CO 1: Utilize the concepts of managerial skills that include the functional areas of management, preparation of project, ERP.

CO 2: Illustrate the stages in entrepreneurial process, industrial policies to set up small scale industry intellectual property rights.

CO 3: Analyze the difference management functions, motivational theories & entrepreneurial process used in real time scenarios.

Signature

Staff In-charge

Module Coordinator

Head of the Department

Name