

# CBCS SCHEME

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17CS51

## Fifth Semester B.E. Degree Examination, Dec.2023/Jan.2024 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 the term "management". List and explain the nature and characteristics of the management. (10 Marks)  
b. State the importance of planning. Differentiate strategic planning and tactical planning. (10 Marks)

OR

- 2 a. Define the term "management". Explain the functional areas of the management. (10 Marks)  
b. List and explain the steps in the staff selection process with a suitable diagram. (10 Marks)

### Module-2

- 3 a. Define the term "directing". Discuss the various principles of directing. (07 Marks)  
b. Compare autocratic, participative and free-rein leadership styles. (07 Marks)  
c. Discuss the essentials of a sound control system. (06 Marks)

OR

- 4 a. Define the term "motivation". Explain the Maslow's theory of motivation with a suitable diagram. (08 Marks)  
b. Explain the importance of communication. (05 Marks)  
c. Explain the various methods of controlling. (07 Marks)

### Module-3

- 5 a. Define the term "entrepreneur". Discuss the characteristics of an entrepreneur. (10 Marks)  
b. Distinguish between Intreprenuer and Entrepreneur. (05 Marks)  
c. Discuss the role of entrepreneurship in economic development. (05 Marks)

OR

- 6 a. Define the term "Entrepreneur". Explain the various stages involved in the entrepreneurial process. (10 Marks)  
b. Explain the various barriers in entrepreneurship. (05 Marks)  
c. Classify the various categories of entrepreneurship based on different factors. (05 Marks)

### Module-4

- 7 a. Define the meaning of a project. State and explain the classification of projects. (10 Marks)  
b. Explain the sources of project identification. (05 Marks)  
c. Discuss the need and significance of a project report. (05 Marks)

OR

- 8 a. Explain the various factors to be considered for selection of a project. (06 Marks)  
b. Discuss the contents of a project report. (08 Marks)  
c. List the guidelines by planning commission for a project report. (06 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.  
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.



Module-5

- 9 a. Explain the characteristics and advantages of SSI. (10 Marks)
- b. Describe the steps in establishing SSIs. (10 Marks)

OR

- 10 a. Describe the role of SSI in economic development. (10 Marks)
- b. Explain the following institutions: (i) DIC (ii) SIDBI (10 Marks)

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