

CBCS SCHEME

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18CS51

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 Management and bring out its characteristics. (06 Marks)
b. Explain the skill set required for different levels of Managers. (08 Marks)
c. Briefly explain the roles of Manager. (06 Marks)

OR

- 2 a. Define Planning. Explain the importance of Planning. (06 Marks)
b. Briefly explain the steps in Planning. (08 Marks)
c. Explain the process of Staffing selection. (06 Marks)

Module-2

- 3 a. Explain Maslow's need Hierarchy theory of motivation. (06 Marks)
b. Briefly explain the leadership styles. (06 Marks)
c. Define Directing and explain briefly its important requirements. (08 Marks)

OR

- 4 a. Explain the steps involved in the process of controlling. (06 Marks)
b. Explain the importance of Communication. (06 Marks)
c. What are the techniques used to establish control? (08 Marks)

Module-3

- 5 a. Define Entrepreneurship. Explain briefly stages of Entrepreneurship. (08 Marks)
b. Differentiate between Entrepreneur and Intrapreneur. (06 Marks)
c. Explain Market Feasibility study. (06 Marks)

OR

- 6 a. What is the role of Entrepreneurship in Economic development? (08 Marks)
b. Discuss Technical and Financial feasibility study. (06 Marks)
c. What are the sources of Business ideas? (06 Marks)

Module-4

- 7 a. What is Project Report? Explain the guidelines provided by Planning Commission for preparation of Project Report. (10 Marks)
b. Explain Marketing Management and Supply Chain Management. (10 Marks)

OR

- 8 a. What is ERP? Discuss the importance of ERP to a Company. (08 Marks)
b. Explain types of Report and methods of Report generation. (12 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. Write a short notes on :
i) DIC ii) NSIC. (10 Marks)
b. Discuss on case study of Microsoft Multinational Company Establishment. (10 Marks)
- OR
- 10 a. What do you mean by MSME? (02 Marks)
b. List out the characteristics of MSME. (08 Marks)
c. Define IPR and explain different forms of IPR. (10 Marks)
