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17CS51

Fifth Semester B.E. Degree Examination, Feb./Mar. 2022 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. Explain the functional areas of management. (10 Marks)
b. Explain the principles of administrative management according to Henri Fayol. (10 Marks)

OR

- 2 a. Explain the steps involved in planning. (10 Marks)
b. With a neat labelled diagram, explain line organization and committee organization with its advantages and disadvantages. (10 Marks)

Module-2

- 3 a. What is recruitment? Explain the various sources of recruitment. (10 Marks)
b. Explain autocratic, democratic and free rein leadership styles. (10 Marks)

OR

- 4 a. Explain the various methods of establishing control. (10 Marks)
b. What is co-ordination? Explain the importance of co-ordination. (10 Marks)

Module-3

- 5 a. Explain the various stages in entrepreneurial process. (10 Marks)
b. Explain entrepreneurship in India. (10 Marks)

OR

- 6 a. Explain the different types of entrepreneurs. (10 Marks)
b. Explain market and financial feasibility studies. (10 Marks)

Module-4

- 7 a. Explain the contents of a project report. (10 Marks)
b. Explain the guidelines by planning commission for project report. (10 Marks)

OR

- 8 a. Explain supply chain management with a neat diagram. (10 Marks)
b. Explain any two functional areas of Enterprise Resource Planning (ERP). (10 Marks)

Module-5

- 9 a. Explain the steps in establishing micro and small enterprises. (10 Marks)
b. Discuss the case study of N.R. Narayana Murthy and Infosys. (10 Marks)

OR

- 10 a. Explain the Government of India Industrial Policy 2007 on micro and small enterprises. (10 Marks)
b. What is IPR? Explain: i) Patents ii) Copyright iii) Trade secrets iv) Trademarks. (10 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.