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18CS51

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. What is Management according to George. R. Terry? Mention and explain the Functional areas of Management. (10 Marks)
b. Explain the features of System's approach in Management. (06 Marks)
c. Explain the different levels of Management. (04 Marks)

OR

- 2 a. What is Planning? Explain the importance of Planning. (05 Marks)
b. Mention and explain the features, benefits and drawbacks of matrix organizational structure. (08 Marks)
c. Explain the steps involved in the Selection process. (07 Marks)

Module-2

- 3 a. Define Leadership. Give the differences between Autocratic, Participative and Free rein Leadership styles. (07 Marks)
b. What is Motivation? Give the importance of Motivation. Explain Herzberg's two factor theory. (08 Marks)
c. What is Communication? Give the differences between Formal and informal communication. (05 Marks)

OR

- 4 a. What is Co-ordination? Explain the requisites of effective co-ordination. (06 Marks)
b. Define Controlling. Explain the steps involved in the Controlling Process. (10 Marks)
c. Explain the benefits of Controlling. (04 Marks)

Module-3

- 5 a. Define Entrepreneurship. Explain the role of Entrepreneurs in Economic development. Explain the barriers to Entrepreneurship. (10 Marks)
b. Explain the different ways of Identifying business opportunities. (10 Marks)

OR

- 6 a. Mention the importance of Entrepreneurship. (05 Marks)
b. Explain the features of following types of Entrepreneurs : i) Drone Entrepreneur
ii) Business Entrepreneur iii) Non – Technical Entrepreneur iv) Intrapreneur. (08 Marks)
c. Mention and explain the stages in Entrepreneurial process. (07 Marks)

Module-4

- 7 a. What is Project? Explain the different ways of Project Identification and Project selection. (10 Marks)
b. What is Project Report? What are the significances of Project report? Explain the planning commission guidelines for preparing a project report. (10 Marks)

OR

- 8 a. What is Enterprise Resource Planning? Give the advantages of ERP. (06 Marks)
b. Give the features of the following ERP Software's : (08 Marks)
i) Human Resource Management System ii) Financial Management System.
c. Explain briefly steps involved in Report writing. (06 Marks)

Module-5

- 9 a. Define MSME. List the characteristics and advantages of MSME. (08 Marks)
b. Explain Indian Industrial Policy 2007 on MSME. (07 Marks)
c. Write a case study of Captain G.R. Gopenath. (05 Marks)

OR

- 10 a. Give the facilities provided to Entrepreneurs by the following Institutions : (12 Marks)
i) KIADB ii) KSEFC iii) DIC.
b. What are Intellectual Property Right? Briefly explain the main forms of Intellectual Property Rights. (08 Marks)
