

CBCS SCHEME

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18CS51

Fifth Semester B.E./B.Tech. Degree Examination, Jan./Feb. 2023 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? List the functional areas of management and explain any two in detail. (10 Marks)
- b. Explain in detail levels of management. (06 Marks)
- c. Briefly describe importance of Staffing. (04 Marks)

OR

- 2 a. Discuss the importance of planning Briefly explain the general steps involved in planning. (10 Marks)
- b. Explain any two Management Approaches. (06 Marks)
- c. Write a difference between Formal and Informal organization. (04 Marks)

Module-2

- 3 a. What is Motivation? Explain Maslow's Need Hierarchy theory of Motivation. (10 Marks)
- b. Differentiate between co-ordination and co-operation. (06 Marks)
- c. Write a difference between Manager and a Leader. (04 Marks)

OR

- 4 a. Define Control. Briefly explain the methods of establishing control. (10 Marks)
- b. What are the merits and demerits of Hertzberg's two factor theory? (06 Marks)
- c. List the characteristics of Direction. (04 Marks)

Module-3

- 5 a. Define Entrepreneur. Explain the functions of entrepreneur. (10 Marks)
- b. Briefly describe the stages in entrepreneurial process. (06 Marks)
- c. Write the differences between Entrepreneurs and Intrapreneurs. (04 Marks)

OR

- 6 a. Explain different types of entrepreneurs along with classifications. (10 Marks)
- b. What are the barriers of an entrepreneur? (06 Marks)
- c. Write the differences between Entrepreneur and Manager. (04 Marks)

Module-4

- 7 a. Define the meaning of Project. Explain in detail the various ways of Project Identification. (10 Marks)
- b. Briefly describe the contents of Project Report. (06 Marks)
- c. List the different sequential stages for formulation of Project Report. (04 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.

OR

- 8 a. Define ERP? Explain the importance and need of a ERP. (10 Marks)
b. Write short notes on functional areas of management of ERP. (06 Marks)
c. List the planning commission guidelines for preparing industrial projects. (04 Marks)

Module-5

- 9 a. Explain the steps involved in establishing Micro and Small enterprise. (10 Marks)
b. Discuss the case study of air Deccan (Captain G.R. Gopinath). (06 Marks)
c. What is Patent? List different types of Patent. (04 Marks)

OR

- 10 a. Explain the following :
i) KIADB
ii) KSSIDC
iii) NSIC
iv) KSFC
v) DIC. (10 Marks)
- b. Discuss the case study of Infosys – N.R. Narayana Murthy. (06 Marks)
- c. List the advantages of Micro and Small enterprises. (04 Marks)
