CBCS SCHEME

Fifth Semester B.E. Degree Examination, July/August 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. Define Management. Explain different functions of management. **(10 Marks)**
   b. Explain the general principles of administrative management theory as laid down by Henry fayol. **(10 Marks)**

OR

2 a. Explain the steps involved in planning. Mention the importance and purpose of planning process. **(10 Marks)**
   b. Define Organization. Explain line and staff organization with its advantages and disadvantages. **(05 Marks)**
   c. Define Selection. Explain the sources of Recruitment. **(05 Marks)**

Module-2

3 a. Define Motivation. Explain Herzberg's two factor theory to help a manager to motivate his sub-ordinates. **(10 Marks)**
   b. Define Leadership. Explain various leadership styles. **(10 Marks)**

OR

4 a. Define Control. Explain the different methods of establishing control. **(10 Marks)**
   b. Define co-ordination, what is the need for co-ordination? **(05 Marks)**
   c. Explain the requirements of effective direction. **(05 Marks)**

Module-3

5 a. What are the different classifications of Entrepreneur? **(10 Marks)**
   b. Explain Technical and market feasibility study. **(10 Marks)**

OR

6 a. Explain the role of entrepreneurs in economic development of India. **(10 Marks)**
   b. Discuss the barriers of entrepreneurs. **(05 Marks)**
   c. Discuss the differences between Entrepreneur, Intrapreneur and Manager. **(05 Marks)**

Module-4

7 a. Explain project Identification and project selection. **(10 Marks)**
   b. Explain the following functional areas of management with respect to ERP.
      i) Supply Chain Management **(05 Marks)**
      ii) Human Resources. **(05 Marks)**

OR

8 a. Define ERP. Explain importance and characteristics of ERP. **(10 Marks)**
   b. Explain the steps involved in formulation of project report. **(10 Marks)**

Module-5

9 a. Discuss the case study of NR Narayan Murthy (Infosys) and Captain G.R. Gopinath. **(10 Marks)**
   b. Explain the steps in establishing micro and small enterprises. **(10 Marks)**

OR

10 a. Explain the following: i) NSIC ii) DIC iii) KSFC iv) KIADB v) TECSOK. **(10 Marks)**
   b. Explain trademark, copyright and patents. **(10 Marks)**

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