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15CS/IS51

Fifth Semester B.E. Degree Examination, June/July 2023
Management and Entrepreneurship for IT Industry

Time: 3 hrs.   Max. Marks: 80

Note: Answer any FIVE full questions, choosing ONE full question from each module.

Module-1

1 a. Define management highlighting the nature and characteristics of management. **(07 Marks)**
   b. Discuss briefly about the Taylor's contributions on scientific management. **(05 Marks)**
   c. Summarize the limitations of Taylors scientific management. **(04 Marks)**

OR

2 a. Highlight the significance of planning. **(06 Marks)**
   b. Discuss briefly about the guidelines for making the planning effective. **(04 Marks)**
   c. Discuss briefly about the advantages and disadvantages of live organization. **(06 Marks)**

Module-2

3 a. Explain the principles of effective direction. **(05 Marks)**
   b. Summarize briefly about the various leadership styles. **(05 Marks)**
   c. Explain briefly about Maslow's need hierarchy theory with a neat illustration. **(06 Marks)**

OR

4 a. Give a brief description about the essentials of sound control system. **(10 Marks)**
   b. Put forward the barriers to successful communication. **(04 Marks)**
   c. Explain the techniques to overcome barriers and improve communication. **(02 Marks)**

Module-3

5 a. Explain the meaning of the word entrepreneur. **(02 Marks)**
   b. Give the classification of different types of entrepreneurs. **(09 Marks)**
   c. Give a brief description about five stages in the development of entrepreneurial process. **(05 Marks)**

OR

6 a. Discuss briefly about the development of entrepreneurship in India. **(04 Marks)**
   b. Explain briefly about the following:
      i)   Market feasibility study
      ii) Technical feasibility study
      iii) Financial feasibility study
      iv) Social feasibility study. **(12 Marks)**

Module-4

7 a. Define a project. Explain the need and significance of project report. **(07 Marks)**
   b. Give a brief description about the planning commission guidelines for the formulation of a project report. **(09 Marks)**

OR

8 a. Highlight the significance of ERP with its advantages. **(09 Marks)**

b. Explain briefly about generic supply chain management system with a neat diagram. **(04 Marks)**

c. Explain briefly about the various functional areas of management. **(03 Marks)**

Module-5

9 a. Give the classification of Micro, small and small enterprises according to MSMED government of India Act 2006. **(08 Marks)**

b. Discuss the case study of captain Gopinath. **(08 Marks)**

OR

10 a. Discuss briefly about any ten loan schemes offered by KSRC. **(10 Marks)**

b. Discuss briefly about the following:

   i) Patent

   ii) Characteristics of a patent. **(06 Marks)**

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