

# CBCS SCHEME

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18CS51

## Fifth Semester B.E. Degree Examination, June/July 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. Define Management. List and explain roles of a manager. (10 Marks)  
b. List and analyze the different steps involved in planning. (10 Marks)

OR

- 2 a. Define organization. Explain the nature and purpose of an organization. (10 Marks)  
b. Explain in brief sources of recruitment and steps in the selection procedure. (10 Marks)

### Module-2

- 3 a. Explain Maslow's need hierarchy theory of motivation along with its merits and demerits. (10 Marks)  
b. Analyze the following leadership styles:  
(i) Traits approach  
(ii) Behavioural approach  
(iii) Contingency approach. (10 Marks)

OR

- 4 a. What is communication? By make use of a diagram explain the importance of communication. (10 Marks)  
b. Analyze the different steps in controlling. (10 Marks)

### Module-3

- 5 a. Define Entrepreneur. Explain the characteristics of an entrepreneur. (10 Marks)  
b. Explain the functions of Entrepreneur. (10 Marks)

OR

- 6 a. Analyze the various stages in Entrepreneurial process. (10 Marks)  
b. Write an explanatory note on the following:  
(i) Barriers to Entrepreneurship.  
(ii) Entrepreneurship in India. (10 Marks)

### Module-4

- 7 a. List and explain various factors to be considered for selection of a project. (10 Marks)  
b. What is ERP? Explain the importance of ERP. (10 Marks)

OR

- 8 a. What is a project report? List and explain the different guidelines provided by the planning commission for the preparation of project report. (10 Marks)  
b. Write short notes on:  
(i) Supply chain management.  
(ii) Types of project report. (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.

**Module-5**

9 a. Explain the following :

- (i) KSFC
- (ii) KSSIDC
- (iii) TECSOK
- (iv) NSIC

(10 Marks)

b. Explain characteristics and advantages of micro and small enterprise.

(10 Marks)

**OR**

10 a. Write a short note on:

- (i) Five years plan
- (ii) Sri N.R. Narayana Murthy

(10 Marks)

b. What is Intellectual property? Why promote and protect intellectual property?

(06 Marks)

c. Discuss objectives of KIADB.

(04 Marks)

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