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18CS51

Fifth Semester B.E. Degree Examination, July/August 2021 Management and Entrepreneurship for IT Industry

Time: 3 hrs.

Max. Marks: 100

Note: Answer any FIVE full questions.

- 1 a. Define management. Explain characteristics of management. (10 Marks)
b. Describe the steps involved in the process of planning. (10 Marks)
- 2 a. Define selection. Discuss the steps involved in the process selection. (10 Marks)
b. Explain the principles of organization. (10 Marks)
- 3 a. Define leadership. Briefly explain types of leadership styles. (10 Marks)
b. Define motivation. Mention motivation theories. Explain Herzberg's two factor theory. (10 Marks)
- 4 a. Define controlling. Discuss steps involved in controlling. (10 Marks)
b. Explain the technique of co-ordination. (10 Marks)
- 5 a. Define Entrepreneur. What are the characteristics of an Entrepreneur? (10 Marks)
b. Explain the barriers to Entrepreneurship. (10 Marks)
- 6 a. What are the roles of Entrepreneurship in Economic development? (10 Marks)
b. Discuss technical feasibility and market feasibility study. (10 Marks)
- 7 a. How do you identify a project? Enumerate the criteria for selection of a particular project. (10 Marks)
b. Explain the guidelines provided by planning commission for preparation of project report. (10 Marks)
- 8 a. What is Enterprise Resource Planning (ERP)? Why ERP is important to a company. (10 Marks)
b. Explain types of project reports. (10 Marks)
- 9 a. Explain the characteristics of Small Scale Industry. (10 Marks)
b. Explain the following (i) KSFC (ii) NSIC (iii) DIC (10 Marks)
- 10 a. Explain the role of Small Scale Industry. (10 Marks)
b. What are Intellectual Property Rights? Briefly explain the main forms of IPR. (10 Marks)

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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.