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18CS51

Fifth Semester B.E. Degree Examination, Jan./Feb. 2021

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 the managerial skills and the skill-mix required at various levels of management. (06 Marks)
- c. Write a note on need and importance of staffing. (04 Marks)

OR

- 2 a. Discuss the importance of planning. Briefly explain the general steps involved in planning. (10 Marks)
- b. Briefly explain the different approaches of management. (06 Marks)
- c. Define recruitment. List sources of recruitment. (04 Marks)

Module-2

- 3 a. What is motivation? Explain Maslow's need hierarchy theory of motivation. (10 Marks)
- b. Explain major approaches of leadership. (06 Marks)
- c. Differentiate between co-ordination and co-operation. (04 Marks)

OR

- 4 a. Define control. Briefly explain the methods of establishing control. (08 Marks)
- b. Explain Herzberg's motivation + hygiene theory. (08 Marks)
- c. Write a note on importance of communication. (04 Marks)

Module-3

- 5 a. Define entrepreneur. Explain the functions of entrepreneur. (08 Marks)
- b. What are the barriers of an entrepreneur? (06 Marks)
- c. Write a note on market and financial feasibility study. (06 Marks)

OR

- 6 a. Explain different type of entrepreneur. (08 Marks)
- b. Discuss the growth of industrial entrepreneurship in India. (06 Marks)
- c. Write a note on technical and social feasibility study. (06 Marks)

Module-4

- 7 a. What is a project? Explain in detail the various ways of project identification. (08 Marks)
- b. Explain the significance of project report. List down the guidelines by planning commission. (06 Marks)
- c. Write a note on functional areas of management—finance and accounting and human resources. (06 Marks)

OR

- 8 a. What is ERP? Explain the importance and need of a ERP for an organization. (08 Marks)
b. Explain the factors involved in selection of a project. (06 Marks)
c. Write a note on functional areas of management – marketing/sales and supply chain management. (06 Marks)

Module-5

- 9 a. Explain the steps involved in establishing micro and small enterprises. (10 Marks)
b. Discuss the case study of air Deccan (Captain G.R Gopinath). (06 Marks)
c. What is patent? List different types of patents. (04 Marks)

OR

- 10 a. Explain the following institutions :
i) KIADB
ii) KSSIDC
iii) NSIC
iv) KSEC
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)
