

CBCS SCHEME

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15CS51

Fifth Semester B.E. Degree Examination, Dec.2017/Jan.2018 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? Explain the functional areas of management? (07 Marks)
b. Explain the Henri Fayol's administrative management. (09 Marks)

OR

- 2 a. What are the steps involved in planning? Explain. (07 Marks)
b. Explain committee organization with its advantages and disadvantages. (05 Marks)
c. What are the sources of recruitment? (04 Marks)

Module-2

- 3 a. Write a note on Autocratic and democratic leadership styles with its merits and demerits. (08 Marks)
b. What is motivation? Explain Maslow's need hierarchy theory of motivation. (08 Marks)

OR

- 4 a. Explain the importance of communication? (05 Marks)
b. Describe the steps in controlling process. (06 Marks)
c. What is the need for co-ordination? (05 Marks)

Module-3

- 5 a. Explain the classification of Entrepreneur? (08 Marks)
b. Describe the steps involved in entrepreneurial process? (08 Marks)

OR

- 6 a. What are the barriers of entrepreneurs? (06 Marks)
b. Explain Technical and Financial feasibility study. (10 Marks)

Module-4

- 7 a. What is project report? Explain guidelines provided by planning commission for preparation of project report. (10 Marks)
b. Write a note on project identification. (06 Marks)

OR

- 8 a. What is ERP? Explain its importance. (06 Marks)
b. Explain the objective of market research. (10 Marks)

Module-5

- 9 a. What are the objectives and problems of SFC? (10 Marks)
b. What are the different types of patents? Explain. (06 Marks)

OR

- 10 a. Briefly explain about trademarks in IPR. (10 Marks)
b. Write a note on N. R. Narayana Murthy. (06 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.