

# CBCS SCHEME

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15CS/IS51

## Fifth Semester B.E. Degree Examination, Jan./Feb. 2021 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, Briefly explain the characteristics of management. (10 Marks)  
b. Explain levels of management with a neat diagram. (06 Marks)

OR

- 2 a. What is planning, explain the importance of planning. (08 Marks)  
b. Explain steps involved in planning. (08 Marks)

### Module-2

- 3 a. Discuss the process of selection and recruitment. (10 Marks)  
b. Based on the authority what are the different leadership styles explain. (06 Marks)

OR

- 4 a. Explain different motivational theories. (10 Marks)  
b. What is communication, explain its importance. (06 Marks)

### Module-3

- 5 a. Explain types of entrepreneurship based on innovation and others. (10 Marks)  
b. Discuss the role of entrepreneurs in economic development of a country. (06 Marks)

OR

- 6 a. What are the steps involved in identification of business opportunities. (06 Marks)  
b. Write a short notes on : i) Market feasibility study  
ii) Technical feasibility study. (10 Marks)

### Module-4

- 7 a. Explain significance and contents of project report. (10 Marks)  
b. Briefly discuss about project identification. (06 Marks)

OR

- 8 a. What is supply management explain with a neat diagram. (06 Marks)  
b. Explain steps involved in report writing. (10 Marks)

### Module-5

- 9 a. Illustrate steps involved in establishing Micro and Small Scale Industries. (10 Marks)  
b. Explain characteristics of small and micro industries. (06 Marks)

OR

- 10 a. Explain MSME–DI and NSIC. (10 Marks)  
b. What Intellectual Property Rights explain in detail? (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.