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17CS51

Fifth Semester B.E. Degree Examination, Aug./Sept.2020
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. Explain the functions of management. **(10 Marks)**
   b. Discuss in detail levels of management. **(05 Marks)**
   c. Explain any two modern management approaches. **(05 Marks)**

OR

2 a. Define planning? Explain types of plans. **(07 Marks)**
   b. Explain the steps involved in Decision-making with neat diagram. **(06 Marks)**
   c. Explain types of organizations in detail with advantages and disadvantages. **(07 Marks)**

Module-2

3 a. List out the differences between recruitment and selection. **(05 Marks)**
   b. Explain selection procedure in detail. **(10 Marks)**
   c. What is leadership? Explain various styles of leadership. **(05 Marks)**

OR

4 a. Explain any two motivation theories. **(10 Marks)**
   b. Describe communication process and its importance. **(05 Marks)**
   c. Explain steps in Control Process. **(05 Marks)**

Module-3

5 a. Define Entrepreneur. Explain classification of Entrepreneur. **(08 Marks)**
   b. Differentiate Entrepreneur and Manager. **(06 Marks)**
   c. Briefly explain the stages of entrepreneurial process. **(06 Marks)**

OR

6 a. What are the barriers faced by Entrepreneurs to start an enterprise. **(05 Marks)**
   b. Distinguish between Intrapreneur and Entrepreneur. **(05 Marks)**
   c. Explain the different types of feasibility study in identification of Business opportunities. **(10 Marks)**

Module-4

7 a. Define Project. Explain Project classification. **(05 Marks)**
   b. Explain in detail the contents of Project Report. **(10 Marks)**
   c. Discuss Project Identification and Selection. **(05 Marks)**

OR

8 a. Define ERP. Discuss functional areas of management with neat diagram. **(10 Marks)**
   b. Discuss the steps involved in report writing. **(10 Marks)**

Module-5

9 a. Explain characteristics and advantages of micro and small enterprises. **(08 Marks)**
   b. Explain the following :
      (i)   NSIC
      (ii) SIDBI
      (iii) KIADB **(12 Marks)**

OR

10 a. Define IPR. Explain in detail the main forms of Intellectual Property Rights? **(10 Marks)**
    b. Write case study on :
       (i) N. R. Narayana Murthy
       (ii) Microsoft **(10 Marks)**

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