

CBCS SCHEME

USN

--	--	--	--	--	--	--	--	--	--

15CS51

Fifth Semester B.E. Degree Examination, June/July 2019 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 characteristics of management. (05 marks)
b. Explain the different roles of manager in an organization. (06 marks)
c. Explain the contribution of F.W. Taylor to management. (05 Marks)

OR

- 2 a. Define planning. Explain the general steps involved in planning. (08 Marks)
b. What is selection? Explain in detail the process of selection. (08 Marks)

Module-2

- 3 a. Explain the leadership styles in detail with its advantages and disadvantages. (09 marks)
b. What is motivation? Explain Herzberg's motivation hygiene theory or the two-factor theory. (07 Marks)

OR

- 4 a. What is co-ordination? Explain the importance of co-ordination. (06 Marks)
b. Define control. Explain the different methods of establishing control. (10 Marks)

Module-3

- 5 a. Define entrepreneur. What are the characteristics of an entrepreneur? (04 Marks)
b. Explain the various stages of entrepreneurial process. (08 Marks)
c. What are the Barriers to entrepreneurship? (04 Marks)

OR

- 6 a. Explain in detail entrepreneurship in India. (06 marks)
b. Explain in detail identification of business opportunities with various types of feasibility study. (10 Marks)

Module-4

- 7 a. Explain the need and significance of project report. (06 marks)
b. What is project report? Explain the guidelines provided by planning commission for preparation of project report. (10 Marks)

OR

- 8 a. Explain the supply chain management in detail. (06 Marks)
b. Explain in detail, Human resource management. (10 Marks)

Module-5

- 9 a. Explain the steps involved in establishing micro and small enterprises. (08 marks)
b. Discuss the case study of N.R. Narayana Murthy and Infosys. (08 Marks)

OR

- 10 a. Explain the objectives and functions of SIDBI and KIADB. (08 Marks)
b. Discuss the case study of Microsoft. (08 Marks)

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.