



# CBCS SCHEME

17CS51

## Fifth Semester B.E. Degree Examination, Dec.2019/Jan.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 functional areas of management. (10 Marks)  
b. Explain the steps involved in planning, and mention the importance and purpose of planning process. (10 Marks)

OR

- 2 a. Explain the contribution of F.W. Taylor to the theory of management. (10 Marks)  
b. Explain types of Planning and Organization. (10 Marks)

### Module-2

- 3 a. Define leadership. Explain the various leadership styles. (10 Marks)  
b. Define staffing. Explain the process of recruitment and selection. (10 Marks)

OR

- 4 a. What is controlling? Explain the steps in controlling. (10 Marks)  
b. What is the need for coordination and explain Maslow's hierarchy theory. (10 Marks)

### Module-3

- 5 a. Explain various stages in entrepreneurial process. (12 Marks)  
b. Explain technical and financial feasibility study. (08 Marks)

OR

- 6 a. List some of the most commonly attributed reasons for the lack of entrepreneurship in India. (10 Marks)  
b. Differentiate between Entrepreneur, Intrapreneur and Managers. (10 Marks)

### Module-4

- 7 a. Explain the objectives of market research. (10 Marks)  
b. List out the various contents of project report. (10 Marks)

OR

- 8 a. Explain the guidelines by Planning Commission for Project Report. (10 Marks)  
b. Discuss Enterprise Resource Planning and Supply Chain Management. (10 Marks)

### Module-5

- 9 a. Explain the following: (i) NSIC (ii) DIC (iii) NIMSMIET (12 Marks)  
(iv) NIESBUD (v) KSFC (vi) KIADB (08 Marks)  
b. What are the different type of patents and explain them.

OR

- 10 a. Discuss case study of Microsoft. (10 Marks)  
b. Discuss case study of NR Narayanamurthy and Infosys. (10 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.