

CBCS SCHEME

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Fifth Semester B.E. Degree Examination, July/August 2021 Management and Entrepreneurship for IT Industry

Time: 3 hrs.

Max. Marks: 100

Note: Answer any FIVE full questions.

- 1 a. Define Management. Explain the functions of Management. (10 Marks)
b. What is Planning? Explain vital reasons which suggest the importance of planning. (10 Marks)
- 2 a. Why FW Taylor is called father of Scientific Management? (10 Marks)
b. Briefly explain the principles of Organisation. (10 Marks)
- 3 a. With a neat sketch, brief Maslow's Theory of Motivation. (08 Marks)
b. Describe any 3 essential factors of Effective Control System. (06 Marks)
c. Give importance of communication and coordination. (06 Marks)
- 4 a. Define Leadership. Explain in detail different leadership styles based on authority. (10 Marks)
b. Write a note on various sources of recruitment and selection process. (10 Marks)
- 5 a. Define Entrepreneur and explain functions of Entrepreneur. (10 Marks)
b. Explain various stages of entrepreneurial process. (05 Marks)
c. What are the barriers to entrepreneurship? (05 Marks)
- 6 a. Explain role of Entrepreneurs in economic development of the country. (10 Marks)
b. Write a note on Market feasibility study and Technical feasibility study of business opportunity. (10 Marks)
- 7 a. Define a Project and explain Project Identification process. (12 Marks)
b. Define ERP. Explain the basic functions of ERP. (08 Marks)
- 8 a. Write a note on Guidance by planning commission for project report. (10 Marks)
b. Explain Supply Chain Management. (10 Marks)
- 9 a. Define Small Scale Industry and explain characteristics of SSI. (10 Marks)
b. List out loan schemes provided by KSFC to support SSI. (10 Marks)
- 10 a. What is (IPR) Intellectual Property Right? Explain 3 types of patents in detail. (08 Marks)
b. Explain functions of DIC. (06 Marks)
c. List and explain functions of MSME - DI. (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.