

CBCS SCHEME

15CS/IS51

USN

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

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

Time: 3 hrs.

Max. Marks: 80

Note: Answer any FIVE full questions.

- 1 a. Define Management. Discuss the importance of management and levels of management. (08 Marks)
b. Explain functions of Management. (08 Marks)
- 2 a. Explain the different steps involved in planning. (11 Marks)
b. State the importance of and need for proper staffing. (05 Marks)
- 3 a. What is Motivation? Explain Maslow's hierarchy of needs theory of motivation. (08 Marks)
b. Explain Herzberg's Two – Factor theory of motivation. (08 Marks)
- 4 a. Discuss various control techniques adopted in organizations. (08 Marks)
b. Describe the various steps in control process. (08 Marks)
- 5 a. Define Entrepreneur and explain their characteristics. (08 Marks)
b. Discuss the classification and types of Entrepreneurs. (08 Marks)
- 6 a. Explain the various barriers to Entrepreneurship. (08 Marks)
b. Discuss role of Entrepreneurs in Economic development. (08 Marks)
- 7 Explain the :
a. SCM – Supply Chain Management. (08 Marks)
b. Enterprise Resource Planning. (08 Marks)
- 8 a. Explain the need and significance of Project report , Contents and Formulation. (08 Marks)
b. Explain the guidelines formulated by Planning Commission for Project report. (08 Marks)
- 9 a. Explain the steps involved in establishment of Micro and Small Enterprises. (08 Marks)
b. Discuss various functions provided by District Industries Centers [DICs] and KSSIDC (Karnataka State Small Industries Development Corporation). (08 Marks)
- 10 a. Explain the objectives and functions of National Small Industries Corporation (NSIC). (08 Marks)
b. Write a note on IPR. (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.