



Fifth Semester B.E. Degree Examination, June/July 2025 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. What is Management? Explain nature and characteristics of management. (10 Marks)
- b. List and analyze any two functional areas of management. Mention the Levels of management. (10 Marks)

OR

- 2 a. Discuss the importance of planning and explain the steps involved in planning. (10 Marks)
- b. Mention types of organization. Analyze the sources of recruitment and steps involved in the selection procedure. (10 Marks)

Module-2

- 3 a. List leadership styles. Explain Maslow's Need Hierarchy Theory of Motivation. (10 Marks)
- b. Define control. Analyze the methods of establishing control. (10 Marks)

OR

- 4 a. What is communication? Explain importance of communication with diagram. (10 Marks)
- b. Analyze the following:
 - i) Co-ordination
 - ii) Co-operation
 - iii) Manager and Leader
 - iv) Directing.

(10 Marks)

Module-3

- 5 a. Summarize the different classification of Entrepreneur. (10 Marks)
- b. Analyze the various stages in Entrepreneurial process. (10 Marks)

OR

- 6 a. Explain the different characteristics of Entrepreneur. (10 Marks)
- b. Analyze the following :
 - i) Market feasibility study
 - ii) Technical feasibility study
 - iii) Financial feasibility study
 - iv) Social feasibility study

(10 Marks)

Module-4

- 7 a. List and explain various factors to be considered for selection of a project. (10 Marks)
- b. What are significance of project report and explain the planning commission guidelines for preparing project report. (10 Marks)

OR

- 8 a. Define ERP. Explain importance and characteristics of ERP. (10 Marks)
b. Summarize on functional areas of management – marketing/sales and supply chain management. (10 Marks)

Module-5

- 9 a. Explain the following :
i) KSFC
ii) KSSIDC
iii) TECSOK
iv) NSIC (10 Marks)
b. Discuss the case study of NR Narayan Murthy (Infosys) and captain G.R. Gopinath. (10 Marks)

OR

- 10 a. Summarize the steps in establishing micro and small enterprises. (10 Marks)
b. Define IPR? Briefly explain the main forms of Intellectual Property Rights (10 Marks)

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