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17CS51

B.E. Degree Examination, Dec.2019/.1an.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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Module-1

- 1 a. Which protocol can be used for fetching web pager? Explain its working with request and response message formats. (10 Marks)
- b. Explain the services offered by DNS and also explain the DNS record and message format. (10 Marks)

OR

- 2 a. Explain the working FTP along with its commands. (08 Marks)
- b. Compare HTTP and SMTP. (04 Marks)
- c. Illustrate how P2P architecture can be adopted in file sharing application like bit torrentz. (08 Marks)

Module-2

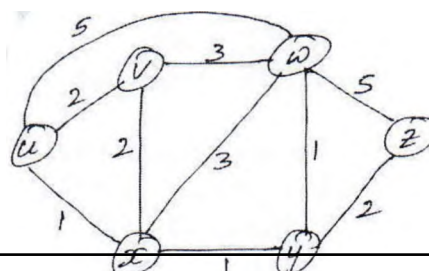
- 3 a. Draw and explain the FSM for sender site and receiver site of rdt 2.0 protocol. (07 Marks)
- b. Explain selective repeat ARQ protocol. (06 Marks)
- c. Draw TCP segment structure and explain its fields. (07 Marks)

OR

- 4 a. Suppose that two measured sample RTT values are 106ms and 120ms.
 - i) Compute Estimated RTT after each of these Sample RTT value is obtained. Assume $\alpha = 0.125$ and Estimated RTT is 100ms. Just before first of the samples obtained.
 - ii) Compute DeVRTT. Assume $\beta = 0.25$ and DeVRTT is 5ms before first of the samples obtained. (06 Marks)
- b. Explain how connection establishment and termination is handled by TCP. (07 Marks)
- c. What is congestion in network? Explain how TCP handles congestion. (07 Marks)

Module-3

- 5 a. What is routing? With a neat diagram, explain the structure of a router. (10 Marks)
- b. Write link state routing algorithm, consider the following network with the indicated link costs. Apply link state routing algorithm to compute the shortest path from '11' to all other nodes in the network. [Refer Fig.Q5(b)]. (10 Marks)



OR

- 6 a. Draw IPV6 datagram format. Explain its fields. (06 Marks)
b. Illustrate the working of RIP protocol. (07 Marks)
c. List the broadcast routing algorithm. Explain any one of them. (07 Marks)

Module-4

- 7 a. With a neat diagram., explain the components of 3G cellular network architecture. (10 Marks)
b. Explain two different types of routing approaches to mobile nodes. (10 Marks)

OR

- 8 a. Explain the three phases of mobile IP. (10 Marks)
b. What is handoff? What are the steps involved in accomplishing handoff. (10 Marks)

Module-5

- 9 a. Explain three different types of streaming stored video. (10 Marks)
b. Explain the working of CDN. (10 Marks)

OR

- 10 a. Describe the leaky bucket policing mechanism. (06 Marks)
b. Explain the various packet scheduling mechanism. (08 Marks)
c. Explain the properties of Video. (06 Marks)

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