CBCS SCHEME

15CS51

USN

Fifth Semester B.E. Degree Examination, June/July 2019
Management and Entrepreneurship for IT Industry

Time: 3 hrs.   Max. Marks: 80

Note: *Answer any FIVE full questions, choosing*
ONE full question front each module.

Module-1

1 a.   Define management. Explain the characteristics of management. **(05 marks)**
   b. Explain the different roles of manager in an organization. **(06 marks)**
   c. Explain the contribution of F.W. Taylor to management. **(05 Marks)**

OR

2 a. Define planning. Explain the general steps involved in planning. **(08 Marks)**
   b. What is selection? Explain in detail the process of selection. **(08 Marks)**

Module-2

3 a. Explain the leadership styles in detail with its advantages and disadvantages. **(09 marks)**
   b. What is motivation? Explain Herberg's motivation hygiene theory or the two-factor theory. **(07 Marks)**

OR

4 a. What is co-ordination? Explain the importance of co-ordination. **(06 Marks)**
   h. Define control. Explain the different methods of establishing control. **(10 Marks)**

Module-3

5 a. Define entrepreneur. What are the characteristics of an entrepreneur? **(04 Marks)**
   b. Explain the various stages of entrepreneurial process. **(08 Marks)**
   c. What are the Barriers to entrepreneurship? **(04 Marks)**

OR

6 a. Explain in detail entrepreneurship in India. **(06 marks)**
   b. Explain in detail identification of business opportunities with various types of feasibility study. **(10 Marks)**

Module-4

7 a. Explain the need and significance of project report. **(06 marks)**
   b. What is project report? Explain the guidelines provided by planning commission for preparation of project report. **(10 Marks)**

OR

8 a. Explain the supply chain management in detail. **(06 Marks)**
   b. Explain in detail, Human resource management. **(10 Marks)**

Module-5

9 a. Explain the steps involved in establishing micro and small enterprises. **(08 marks)**
   b. Discuss the case study of N.R. Narayana Murthy and In fosys. **(08 Marks)**

OR

10 a. Explain the objectives and functions of SIDBI and KIADB. **(08 Marks)**
    b. Discuss the case study of Microsoft. **(08 Marks)**