

CBCS SCHEME



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18CS51

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

Max. Marks: 100

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

Module-1

- 1 a. What is management? List the functional areas of management and explain any two in detail. (10 Marks)
- b. Explain the managerial skills and the skill-mix required at various levels of management. (06 Marks)
- c. Write a note on need and importance of staffing. (04 Marks)

OR

- 2 a. Discuss the importance of planning. Briefly explain the general steps involved in planning. (10 Marks)
- b. Briefly explain the different approaches of management. (06 Marks)
- c. Define recruitment. List sources of recruitment. (04 Marks)

Module-2

- 3 a. What is motivation? Explain Maslow's need hierarchy theory of motivation. (10 Marks)
- b. Explain major approaches of leadership. (06 Marks)
- c. Differentiate between co-ordination and co-operation. (04 Marks)

OR

- 4 a. Define control. Briefly explain the methods of establishing control. (08 Marks)
- b. Explain Herzberg's motivation-hygiene theory. (08 Marks)
- c. Write a note on importance of communication. (04 Marks)

Module-3

- 5 a. Define entrepreneur. Explain the functions of entrepreneur. (08 Marks)
- b. What are the barriers of an entrepreneur? (06 Marks)
- c. Write a note on market and financial feasibility study. (06 Marks)

OR

- 6 a. Explain different type of entrepreneur. (08 Marks)
- b. Discuss the growth of industrial entrepreneurship in India. (06 Marks)
- c. Write a note on technical and social feasibility study. (06 Marks)

Module-4

- 7 a. What is a project? Explain in detail the various ways of project identification. (08 Marks)
- b. Explain the significance of project report. List down the guidelines by planning commission. (06 Marks)
- c. Write a note on functional areas of management-finance and accounting and human resources. (06 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+4=50, will be treated as malpractice.

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