



P.E.S. College of Engineering, Mandya - 571 401

(An Autonomous Institution affiliated to VTU, Belagavi)

Fifth Semester, B.E. - Information Science and Engineering

Semester End Examination; Feb. - 2021

Management and Entrepreneurship for IT Industry

Time: 3 hrs

Max. Marks: 100

Course Outcomes

The Students will be able to:

CO1: Define management, organization, entrepreneur, planning, staffing, ERP and outline their importance in entrepreneurship.

CO2: Develop leadership qualities and controlling skills.

CO3: Analyze the different feasibility study.

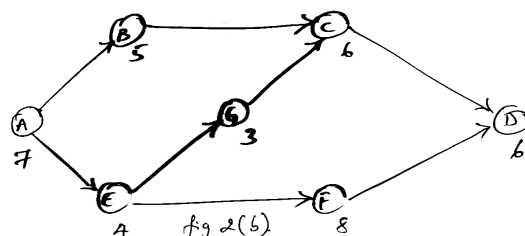
CO4: Utilize the resources available effectively through ERP.

CO5: Make use of IPRs and institutional support in entrepreneurship.

Note: I) PART - A is compulsory. Two marks for each question.

II) PART - B: Answer any Two sub questions (from a, b, c) for Maximum of 18 marks from each unit.

Q. No.	Questions	Marks	BLs	COs	POs
I : PART - A		10			
I a.	Distinguish between Management and Administration.	2	L1	CO1	PO1
b.	A high rate of personnel turnover and low level of job commitment would be typical when motivational factors are represented to a _____ extent and maintenance factors are represented to a _____ extent.	2	L1	CO2	PO1
c.	Mention any four problems faced by women Entrepreneurs.	2	L1	CO3	PO1
d.	Define project and what its nature is?	2	L1	CO4	PO1
e.	Mention any four needs and Rationale of SSI's.	2	L1	CO5	PO1
II : PART - B		90			
UNIT - I		18			
1 a.	Explain the principal functions of management. Would you attach different levels of importance to these functions at various levels of management?	9	L3	CO1	PO1
b.	Mention and explain the fourteen principles of Fayol for administrative management.	9	L2	CO1	PO2
c.	Explain the steps involved in planning and mention the importance and purpose of planning process.	9	L2	CO1	PO1
UNIT - II		18			
2 a.	What is the need for coordination and explain the Maslow's need hierarchy theory.	9	L3	CO2	PO9
b.	Here is a CPM network with activity network with activity time in weeks as shown in Fig. 2(b).	9	L2	CO2	PO4



i) Determine the critical path				
ii) How many weeks will the project take to complete?				
iii) Suppose F could be shortened by two weeks and B by one Week. How could this effect the completion date?				
c. Differentiate between a leader and a manager. Explain the characteristics and roles of a leader.	9	L3	CO2	PO11
UNIT - III				
				18
3 a. Write the characteristics of Entrepreneurship and functions of Entrepreneur.	9	L3	CO3	PO2
b. Explain the stages of Entrepreneurial process in detail.	9	L2	CO3	PO11
c. Differentiate between Entrepreneur, Intrepeneur and Manager.	9	L2	CO3	PO11
UNIT - IV				
				18
4 a. List out the various contents of project report.	9	L1	CO4	PO11
b. Explain the guidelines by planning commission for project report.	9	L2	CO4	PO1
c. Discuss Enterprise Resource Planning and Supply Chain Management.	9	L1	CO4	PO2
UNIT - V				
				18
5 a. Discuss case study of N R Narayanamurthy and Infosys.	9	L2	CO5	PO12
b. List the characteristics of Small Scale Industries.	9	L3	CO5	PO2
c. List the functions of DIC's.	9	L2	CO5	PO1

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