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# 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; February / March - 2022**

**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
<b>I : PART - A</b>		<b>10</b>			
I a.	Mention goals of management.	2	L1	CO1	PO1
b.	What is controlling and directing?	2	L1	CO2	PO1
c.	Mention classification and types of entrepreneurs.	2	L1	CO3	PO1
d.	Define project management techniques.	2	L1	CO4	PO1
e.	Mention policies of India on micro and small industries.	2	L1	CO5	PO1
<b>II : PART - B</b>		<b>90</b>			
<b>UNIT - I</b>		<b>18</b>			
1 a.	Define planning. Explain the importance of planning.	9	L2	CO1	PO1
b.	Briefly explain the principles of organization and types of organization.	9	L2	CO1	PO2
c.	Define management. Explain the characteristics of management.	9	L3	CO1	PO1
<b>UNIT - II</b>		<b>18</b>			
2 a.	What is motivation? List and explain six theories of motivation.	9	L2	CO2	PO4
b.	Mention the roles of a manager in controlling and skills needed of a manager.	9	L3	CO2	PO11
c.	Explain the various barriers to communication and any three techniques of coordination.	9	L3	CO2	PO9
<b>UNIT - III</b>		<b>18</b>			
3 a.	Explain the classification of entrepreneurs and entrepreneurial mobility.	9	L2	CO3	PO2
b.	Describe roles of entrepreneur in economic development.	9	L2	CO3	PO11
c.	Explain three feasibility studies.	9	L3	CO3	PO11

Contd... 2

**UNIT - IV****18**

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|--|---|----|-----|------|
| 4 a. Define ERP and mention its importance.  | 9 | L1 | CO4 | PO2  |
| b. List out the various contents of a project report.  | 9 | L1 | CO4 | PO1  |
| c. What keeps today's youth away from entrepreneurship? Write in detail about a successful entrepreneur. | 9 | L2 | CO4 | PO11 |

**UNIT - V****18**

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|--|---|----|-----|------|
| 5 a. Describe steps in establishing micro and small enterprises. | 9 | L3 | CO5 | PO2  |
| b. Explain TECSOK, NSIC, and KSFC.                               | 9 | L2 | CO5 | PO1  |
| c. Discuss case study of captain G R Gopinath.                   | 9 | L2 | CO5 | PO12 |

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