

Model Question Paper-1 with effect from 2019-20 (CBCS Scheme)

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Fifth Semester B.E. Degree Examination Management and Entrepreneurship For IT Industry

TIME: 03 Hours

Max. Marks: 100

Note: 01. Answer any **FIVE** full questions, choosing at least **ONE** question from each **MODULE**.

Module – 1			
Q.1	(a)	What are the steps involved in Planning? Explain the importance and purpose of planning process.	10
	(b)	Define Organization? Explain the nature of Organization.	06
	(c)	Explain the nature and importance of Staffing.	04
OR			
Q.2	(a)	Define Management? Explain the functional areas of Management.	10
	(b)	Explain the characteristics of Management.	06
	(c)	What are MBO and MBE? Explain.	04
Module – 2			
Q.3	(a)	Explain Maslow's need hierarchy theory of Motivation along with its Merits and Demerits.	10
	(b)	What is the need for Co-ordination and communication?	06
	(c)	Explain the differences between Cooperation and Coordination	04
OR			
Q.4	(a)	What is Communication? With a neat diagram explain the importance of Communication.	10
	(b)	Explain types of Leaders or Leadership styles.	06
	(c)	Differentiate between Manager and Leader.	04
Module – 3			
Q.5	(a)	Define Entrepreneur? Explain the Characteristics of Entrepreneur.	10

	(b)	What are the barriers of Entrepreneur?	06
	(c)	List the factors and functions of Women Entrepreneur.	04
OR			
Q.6	(a)	Explain the various stages in Entrepreneurial process	10
	(b)	Differentiate between Entrepreneur, Intraprenur and Manager.	06
	(c)	Explain the important role that an entrepreneur plays in the economic development of a country.	04
Module – 4			
Q.7	(a)	Explain various factors to be considered for selection of a project.	08
	(b)	What is ERP? Explain its importance.	08
	(c)	Explain the phases of project identification with its sources.	04
OR			
Q.8	(a)	What is project report? Explain guidelines provided by planning commission for the preparation of project report.	10
	(b)	Explain the types of project report also explain the procedure of writing the report.	06
	(c)	With a neat diagram discuss Supply Chain Management.	04
Module – 5			
Q.9	(a)	Explain the following : i) KSSIDC ii) NSIC iii) MSME-DI iv) TECSOK v) KSFC	10
	(b)	Define SSI? Explain the roles of SSI in Economic Development?	06
	(c)	Write a note on Microsoft.	04
OR			
Q.10	(a)	Briefly explain i. Trademarks in IPR. ii. WTO	10
	(b)	Explain the aims and objectives of KIADB.	06
	(c)	Write a note on N.R Narayana Murthy.	04

Table showing the Bloom's Taxonomy Level, Course Outcome and Programme Outcome				
Question	Bloom's Taxonomy Level attached		Course Outcome	Programme Outcome
Q.1	(a)	L1	CO1	PO1
	(b)	L1	CO1	PO1
	(c)	L1	CO1	PO1
Q.2	(a)	L1	CO1	PO1
	(b)	L1	CO1	PO1
	(c)	L2	CO1	PO1
Q.3	(a)	L1	CO1	PO9
	(b)	L2	CO1	PO10
	(c)	L2	CO1	PO10
Q.4	(a)	L2	CO1	PO10
	(b)	L2	CO1	PO9
	(c)	L2	CO1	PO9
Q.5	(a)	L1	CO2	PO2
	(b)	L2	CO2	PO2
	(c)	L1	CO2	PO2
Q.6	(a)	L1	CO2	PO2
	(b)	L2	CO2	PO2
	(c)	L2	CO2	PO2
Q.7	(a)	L2	CO2	PO11
	(b)	L1	CO2	PO11
	(c)	L1	CO2	PO11
Q.8	(a)	L1	CO2	PO11
	(b)	L2	CO2	PO11
	(c)	L1	CO2	PO11
Q.9	(a)	L1	CO3	PO12
	(b)	L1	CO3	PO12
	(c)	L2	CO3	PO12
Q.10	(a)	L1	CO3	PO12
	(b)	L1	CO3	PO12
	(c)	L2	CO3	PO12
Bloom's Taxonomy Levels	Lower order thinking skills			
	Remembering(knowledge): L_1	Understanding Comprehension): L_2	Applying (Application): L_3	
	Higher order thinking skills			
	Analyzing (Analysis): L_4	Valuating (Evaluation): L_5	Creating (Synthesis): L_6	

