

CBCS SCHEME

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18MT51

Fifth Semester B.E. Degree Examination, Feb./Mar. 2022 Technological Innovation Management and Entrepreneurship

Time: 3 hrs.

Max. Marks: 100

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

Module-1

- 1 a. What is Management? Explain the principle functions of Management. (10 Marks)
b. What are Modern Management Approaches? Briefly explain them. (10 Marks)

OR

- 2 a. Discuss different types of Managerial Skills. (10 Marks)
b. Explain the steps involved in Planning process. (10 Marks)

Module-2

- 3 a. What do you understand by "Span of Management"? How is this taken into account in preparing an organisation structure? (08 Marks)
b. Define the concept of "Authority"? Explain the difference between Delegation and Decentralisation of Authority. (06 Marks)
c. Explain the different functions of Staffing. (06 Marks)

OR

- 4 a. Explain the essentials of an Effective control system. (10 Marks)
b. Explain different types of communication come across Organisations. (10 Marks)

Module-3

- 5 a. What is Social Responsibility? What do you understand by Social responsibility of business towards different groups? (10 Marks)
b. What is Social Audit? Explain its benefits and limitations. (10 Marks)

OR

- 6 a. What is Entrepreneurship? Give classification of Entrepreneurs. (08 Marks)
b. Briefly explain Entrepreneurial Development Model. (06 Marks)
c. List the problems faced by Entrepreneurs. (06 Marks)

Module-4

- 7 a. What do you mean by Family owned Business? How important Family Business is? (08 Marks)
b. What are the various types of Family Business? (06 Marks)
c. What are the pitfalls of Family Business? (06 Marks)

OR

- 8 a. What are the different market entry strategies? Explain briefly. (10 Marks)
b. What is Feasibility Analysis? Explain different types of Feasibility Analysis Organisations used to identify business opportunities. (10 Marks)

Module-5

- 9 a. What do you mean by Venture Capital? What are the roles played by Venture Capital in Entrepreneurship? (10 Marks)
- b. Explain the steps involved in the planning and development of a Business Plan in Entrepreneurship. (10 Marks)

OR

- 10 a. Explain the importance of Network Analysis (06 Marks)
- b. Discuss different steps involved in PERT analysis. (06 Marks)
- c. Differentiate between PERT and CPM. (08 Marks)
