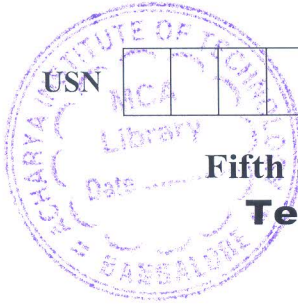


CBCS SCHEME



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18ES51

Fifth Semester B.E. Degree Examination, June/July 2023

Technology 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. List and explain four basic functions of management. (10 Marks)
b. List and explain managerial skills with the help of skill-mix diagram. (10 Marks)

OR

- 2 a. List and explain any five important characteristics of objectives in planning. (10 Marks)
b. Explain programmed and non-programmed decisions. (10 Marks)

Module-2

- 3 a. Explain the characteristics and typology of organizations. (10 Marks)
b. List and explain the sources of recruitment. (10 Marks)

OR

- 4 a. List and explain the requirements of effective direction. (10 Marks)
b. Explain five managerial styles using managerial grid chart. (10 Marks)

Module-3

- 5 a. Explain the social responsibilities of business towards employees and workers. (10 Marks)
b. Explain the corporate governance in India. (10 Marks)

OR

- 6 a. List and explain different types of entrepreneurs. (10 Marks)
b. Explain theory of achievement motivation and withdrawal of status respect models for entrepreneurial development. (10 Marks)

Module-4

- 7 a. List and explain the stages of development of a family business. (10 Marks)
b. List and explain the characteristics of a family-owned business in India. (10 Marks)

OR

- 8 a. Explain brainstorming and survey method to generate business ideas. (10 Marks)
b. List and explain what changes leads to the creation of opportunities. (10 Marks)

Module-5

- 9 a. Explain executive summary and management summary in business plans. (10 Marks)
b. Explain equity financing as a fund for project financing. (10 Marks)

OR

- 10 a. List and explain preliminary activities involved in selection of a project. (10 Marks)
b. Explain the need for network techniques. (10 Marks)

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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+8 = 50, will be treated as malpractice.