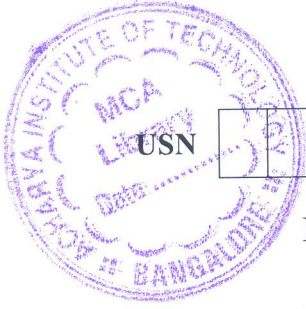


# CBCS SCHEME

18MT51



USN

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## Fifth Semester B.E. Degree Examination, June/July 2023 Technological Innovation Management & Entrepreneurship

Time: 3 hrs.

Max. Marks: 100

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

### Module-1

- 1 a. Explain the characteristics of management. (07 Marks)  
b. Explain different roles of management. (06 Marks)  
c. Describe Henri Fayol's 14 principles of management. (07 Marks)

OR

- 2 a. Define planning and explain its nature. (08 Marks)  
b. Describe different types of planning. (12 Marks)

### Module-2

- 3 a. Define organization. Explain purposes of organization. (08 Marks)  
b. Describe span of control. (12 Marks)

OR

- 4 a. Explain meaning and nature of directing. (14 Marks)  
b. Explain steps in control process. (06 Marks)

### Module-3

- 5 a. Explain social responsibilities of a business. (10 Marks)  
b. Write a note on social audit and business ethics. (10 Marks)

OR

- 6 a. Define entrepreneurship. Explain its importances. (10 Marks)  
b. Describe problems faced by entrepreneurs. (10 Marks)

### Module-4

- 7 a. Explain role and importance of family business. (08 Marks)  
b. Define family business. Explain its stages of development. (12 Marks)

OR

- 8 a. List business opportunities in various sectors. Explain any one in detail. (10 Marks)  
b. Explain project feasibility study in brief. (10 Marks)

### Module-5

- 9 a. Define business model. Explain business model design process. (10 Marks)  
b. Explain project report preparation. (10 Marks)

OR

- 10 a. What are the financing opportunities available to start a business? Explain any one in detail. (08 Marks)  
b. What are the importance of CPM/PERT? (06 Marks)  
c. List the advantages and limitations of CPM/PERT. (06 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.