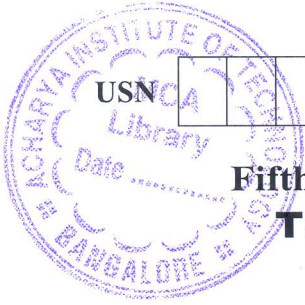


CBCS SCHEME

18ES51



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Fifth Semester B.E. Degree Examination, Dec.2023/Jan.2024 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. Define management. Explain management functions. (10 Marks)
- b. Differentiate between management and administration. (05 Marks)
- c. Explain decisional roles of a manager. (05 Marks)

OR

- 2 a. Explain steps involved in planning. (10 Marks)
- b. Explain steps involved in rational decision making. (10 Marks)

Module-2

- 3 a. Explain various steps involved in selection process. (10 Marks)
- b. Explain Maslow's hierarchy theory. (06 Marks)
- c. Write a note on span of control. (04 Marks)

OR

- 4 a. Explain various principles of organizing. (10 Marks)
- b. Explain different methods of establishing the control. (10 Marks)

Module-3

- 5 a. Explain in detail, the social responsibilities of business towards different groups. (10 Marks)
- b. Explain in detail business ethics and corporate governance. (10 Marks)

OR

- 6 a. Discuss and explain how entrepreneurs are classified. (10 Marks)
- b. What are the problems faced by entrepreneur? How can they overcome them? (10 Marks)

Module-4

- 7 a. With a small example, explain contribution of family business in India. (10 Marks)
- b. Explain in detail the characteristics of a family-owned business in India. (10 Marks)

OR

- 8 a. Explain in detail the importance of creativity and innovation in idea generation. (10 Marks)
- b. Explain social and legal feasibilities in a project. (10 Marks)

Module-5

- 9 a. What is the importance of business plan? Explain. (10 Marks)
- b. Explain the following: i) Venture capital ii) Angel investing. (10 Marks)

OR

- 10 a. What are the challenges and difficulties in starting an enterprise? (10 Marks)
- b. What are the advantages and disadvantages of PERT and CPM? (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.