

--	--	--	--	--	--	--	--

Sixth Semester B.E./B.Tech. Degree Examination, Dec.2024/Jan.2025

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 and explain the functions of management. (08 Marks)
- b. Is management a science or art? Explain. (06 Marks)
- c. Explain the various roles of manager. (06 Marks)

OR

- 2 a. Explain the different levels of management along with skills required. (07 Marks)
- b. Distinguish between Management and Administration. (05 Marks)
- c. Explain the various steps involved in decision making process. (08 Marks)

Module-2

- 3 a. Briefly explain the principles of organization. (10 Marks)
- b. What is Departmentalisation? Explain the advantages and disadvantages of committees in an organization. (10 Marks)

OR

- 4 a. Explain Maslow's hierarchy need theory. (10 Marks)
- b. Explain the various steps involved in selection process. (10 Marks)

Module-3

- 5 a. What is the meaning of social responsibility of business? Explain Social responsibility of business towards different groups. (10 Marks)
- b. What is a social audit? Explain its benefits and limitations. (10 Marks)

OR

- 6 a. Write a short note on behavioural approach of leadership. (04 Marks)
- b. Explain any four essentials of an effective control system. (08 Marks)
- c. What is corporate governance? List the benefits of Good Corporate Governance. (08 Marks)

Module-4

- 7 a. Briefly explain any four characteristics of a successful entrepreneurship. (10 Marks)
- b. Explain the strategies in capacity building for entrepreneurship. (10 Marks)

OR

- 8 a. Discuss about the business opportunities in India. (10 Marks)
b. Write a short note on Mobility of Entrepreneurs. (10 Marks)

Module-5

- 9 a. Explain the formalities for starting business enterprise. (10 Marks)
b. Discuss the reasons behind the failure of certain business plan. (10 Marks)

OR

- 10 a. Briefly explain about NGO's (Non governmental organizations). (10 Marks)
b. Write a short note on:
(i) TCO's (Technical Consultancy Organizations)
(ii) SIDBI (Small Industries Development Bank of India). (10 Marks)

* * * * *