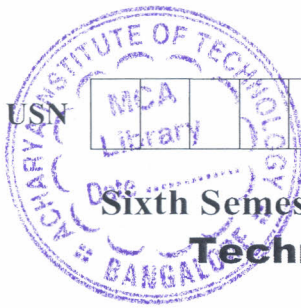


CBCS SCHEME



21EC61

Sixth Semester B.E./B.Tech. Degree Examination, June/July 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 bring out its nature and characteristics. (08 Marks)
- b. Define planning and explain the importance of planning. (06 Marks)
- c. List and explain different steps in planning. (06 Marks)

OR

- 2 a. Briefly explain levels of management. (06 Marks)
- b. Explain different types of plan. (06 Marks)
- c. Explain various roles of a manager. (08 Marks)

Module-2

- 3 a. Explain importance of Maslow's need hierarchy theory. (06 Marks)
- b. Define committee and explain types of committee. (08 Marks)
- c. Explain the purpose of communication. (06 Marks)

OR

- 4 a. List and explain the elements of direction. (08 Marks)
- b. Explain the requirements of effective direction. (06 Marks)
- c. What is departmentation and how it is done. (06 Marks)

Module-3

- 5 a. Write a short note on Social Audit. (08 Marks)
- b. Explain the importance of leadership. (06 Marks)
- c. What are social responsibilities of business towards different groups? (06 Marks)

OR

- 6 a. Explain techniques of co-ordination. (08 Marks)
- b. List out benefits of control. (06 Marks)
- c. Write short note on Corporate Governance. (06 Marks)

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.

Module-4

- 7 a. What are the different steps to become entrepreneur? (08 Marks)
b. Analyze and list the advantages of being an entrepreneur. (04 Marks)
c. Explain the different types of entrepreneurs. (08 Marks)

OR

- 8 a. Explain entrepreneurial competencies. (10 Marks)
b. What are the different business opportunities in India? (06 Marks)
c. Write short note on RAMP model for opportunity evaluation. (04 Marks)

Module-5

- 9 a. Elaborate the purpose of a business plan and justify. (08 Marks)
b. Discuss why do some business plan fail. (04 Marks)
c. List various institutions supporting entrepreneurial activities in India. (08 Marks)

OR

- 10 a. What are the contents of a business plan? (08 Marks)
b. Write a note on NBMSME. (06 Marks)
c. Write a note on Non-Governmental Organizations (NGO's). (06 Marks)
