

CBCS SCHEME

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18ES51

Fifth Semester B.E. Degree Examination, Jan./Feb. 2021 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. Give different definitions of management as interpreted by management scholars. (07 Marks)
- b. Discuss modern approaches of management. (06 Marks)
- c. Describe the levels of management. (07 Marks)

OR

- 2 a. Discuss various steps involved in planning. (07 Marks)
- b. List some of the standing plans and single use plans and explain. (06 Marks)
- c. Explain steps involved in rational decision making. (07 Marks)

Module-2

- 3 a. Explain principles of organization. (07 Marks)
- b. Discuss factors affecting span of management. (06 Marks)
- c. Distinguish between Job Analysis, Job description and Job specification. (07 Marks)

OR

- 4 a. Illustrate Maslow's theory of hierarchy of needs. (07 Marks)
- b. Discuss essentials of effective control system. (06 Marks)
- c. Describe different leadership styles from authority point of view. (07 Marks)

Module-3

- 5 a. Discuss the benefits of social audit. (07 Marks)
- b. What do you understand by business ethics? What are the factors which affect the decision is ethical or unethical? (06 Marks)
- c. Describe Corporate Governance. Explain the benefits of Corporate Governance. (07 Marks)

OR

- 6 a. Identify different types of barriers to Entrepreneurship. (07 Marks)
- b. Explain the need of capacity building to Entrepreneurship. (06 Marks)
- c. Discuss the contribution of Entrepreneurship Development cycle. (07 Marks)

Module-4

- 7 a. Explain in brief, the characteristics of family owned business in India. (07 Marks)
- b. Discuss "13-circle" model of family business. (06 Marks)
- c. What are the various types of family business? Explain. (07 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.



OR

- 8 a. List four fundamental features of business opportunities and explain. (07 Marks)
b. Describe various methods of generating new ideas. (06 Marks)
c. Explain market entry strategies. (07 Marks)

Module-5

- 9 a. Explain the need and scope of business plan. (07 Marks)
b. List the contents of a business plan and explain. (06 Marks)
c. Discuss the role of Angel Investors and Debt financing in financing a business. (07 Marks)

OR

- 10 a. Explain the growth and development of MSME in India. (07 Marks)
b. Explain the importance of Network Analysis in project design and execution. (06 Marks)
c. Compare and Contrast Program Evaluation Review Technique (PERT) with Critical Path Method (CPM). (07 Marks)

