



# CBCS SCHEME

18ES51

## Fifth Semester B.E. Degree Examination, Jan./Feb. 2023 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. Explain the various functions of Management. (07 Marks)
- b. Describe the various roles of a Manager. (07 Marks)
- c. Distinguish between Management and Administration. Draw the diagram for time spent in administrative and managerial functions at different levels. (06 Marks)

OR

- 2 a. Define planning. Describe the importance of planning. (08 Marks)
- b. Explain all the steps in Rational Decision making with a neat diagram. (08 Marks)
- c. Give the differences between programmed and non-programmed decisions. (04 Marks)

### Module-2

- 3 a. Explain the span of management concept its meaning and importance. (05 Marks)
- b. Define committee. Explain the different types of committees. (05 Marks)
- c. What is Recruitment? Explain the steps in the selection process. (10 Marks)

OR

- 4 a. Write about the requirements of effective direction. (08 Marks)
- b. Discuss Autocratic, Democratic and Free rein Leadership styles. (08 Marks)
- c. Explain the meaning of control. Write the benefits of control. (04 Marks)

### Module-3

- 5 a. Explain the meaning of social responsibility. Describe the social responsibilities of Business towards consumer and community. (06 Marks)
- b. What is Social Audit? What are its benefits and limitations? (07 Marks)
- c. What is Corporate Governance? List the benefits of good Corporate Governance. (07 Marks)

OR

- 6 a. Define Entrepreneurship. Explain the different types of Entrepreneurs. (08 Marks)
- b. Explain Entrepreneurial development cycle. (07 Marks)
- c. List and explain any five characteristics of an entrepreneur. (05 Marks)

### Module-4

- 7 a. Define Family Business. Explain the characteristics of a family owned business in India. (07 Marks)
- b. Explain the various types of family businesses. (07 Marks)
- c. Write the contributions of family businesses in India. Also explain the stages of development of family business. (06 Marks)

OR

- 8 a. Explain the ways of generating business ideas. (08 Marks)  
b. Explain how to identify a business opportunity. (06 Marks)  
c. Explain the concept of Financial Feasibilities. (06 Marks)

**Module-5**

- 9 a. What is the purpose of a Business plan? Explain. Also write the reasons for preparing a business plan. (07 Marks)  
b. Why do some business plans fail? Explain. (07 Marks)  
c. Explain the following terms:  
i) Venture capital  
ii) Angel Investing (06 Marks)

OR

- 10 a. Explain the six stages of venture capital financing as identified by Tyebjee and Bruno. (08 Marks)  
b. Discuss the steps in PERT network analysis technique. What are its advantages? (08 Marks)  
c. List differences between PERT and CPM. (04 Marks)

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