

USN

18ES51



Fifth Semester B.E. Degree Examination, June/July 2025
Technological Innovation Management and
Entrepreneurship

Max. Marks: 100

Note: Answer any FIVE full questions, choosing ONE full question from each module.

Module-1

- 1 a. Describe the various functions of management. (10 Marks)
- b. Briefly explain the following:
 - i) Levels of management (03 Marks)
 - ii) Roles of manager (04 Marks)
 - iii) Managerial skills (03 Marks)

OR

- 2 a. Is planning necessary? Mention the importance of planning. (10 Marks)
- b. With the help of a flow diagram briefly explain the steps in rational decision making. (10 Marks)

Module-2

- 3 a. There should be a body of accepted principles for a systematic approach to the formation of organization structure. Mention these principles. (10 Marks)
- b. Mention the advantages of:
 - i) Organization with normal span and
 - ii) Organization with wide span. (10 Marks)

OR

- 4 a. With the help of a diagram, explain Maslow's Theory of Hierarchy of needs. (10 Marks)
- b. What are the three basic steps in a control process? Briefly explain each. (10 Marks)

Module-3

- 5 a. What does social audit mean, what are its benefits and limitations? (10 Marks)
- b. Mention the characteristics of a successful entrepreneur. Briefly explain any four of them. (10 Marks)

OR

- 6 a. Mention the myths of entrepreneurship. (10 Marks)
- b. Briefly explain the models for the development of entrepreneurship. (10 Marks)

Module-4

- 7 a. What are the stages in the development of a family business? Briefly explain. (08 Marks)
- b. Briefly explain the characteristics of a family owned business in India. (12 Marks)

OR

- 8 a. Explain the four methods of generating business ideas. (10 Marks)
- b. Write notes on:
 - i) Marketing feasibility
 - ii) Financial feasibility
 as applied to feasibility of business idea. (10 Marks)

Module-5

- 9 a. Briefly explain the reasons for preparing a business plan. (10 Marks)
- b. What are the contents of a business plan and explain. (10 Marks)

OR

- 10 a. Explain why some business plan fails. (10 Marks)
- b. Mention the advantages and disadvantages of PERT and CPM methods. (10 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.