

# CBCS SCHEME

21EC/EI/BM61



Sixth Semester B.E./B.Tech. Degree Examination, Dec.2025/Jan.2026

## 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. Explain various management functions. (08 Marks)
- b. Explain roles of a manager. (06 Marks)
- c. Describe the managerial skills required at various levels of management. (06 Marks)

OR

- 2 a. Explain various steps involved in planning. (08 Marks)
- b. Explain levels of management. (06 Marks)
- c. Differentiate between Administration and Management. (06 Marks)

### Module-2

- 3 a. Define Organization. Briefly explain the principles of organizing. (10 Marks)
- b. Explain different sources of recruitment. (10 Marks)

OR

- 4 a. Explain various steps involved in selection process. (10 Marks)
- b. Explain Maslow's Need – Hierarchy Theory and Herzberg's Two Factor Theory as applicable to organization. (10 Marks)

### Module-3

- 5 a. Explain the steps in control process in detail. (10 Marks)
- b. What is social Audit? What are its benefits and limitations? (10 Marks)

OR

- 6 a. Explain the essentials of an effective control system. (10 Marks)
- b. Illustrate the social responsibilities of business towards different groups. (10 Marks)

### Module-4

- 7 a. Define Entrepreneurship. Explain different types of Entrepreneurs. (10 Marks)
- b. Explain competency requirements for entrepreneurs. (10 Marks)

OR

- 8 a. Discuss about the business opportunities in India. (10 Marks)
- b. Explain Intrapreneurship and give differences between Intrapreneurs and Entrepreneurs. (10 Marks)

### Module-5

- 9 a. What is Business plan? Explain contents of Business plan. (10 Marks)
- b. Explain about Non-Governmental organizations. (10 Marks)

OR

- 10 a. Explain the procedure for setting up an enterprise. (10 Marks)
- b. Write short notes on: i) NABARD ii) NBMSME (10 Marks)

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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.