CBCS SCHEME

USN | | | | | | | | | | BEC501

Fifth Semester B.E./B.Tech. Degree Examination, Dec.2025/Jan.2026
Technological Innovation and Management Entrepreneurship

Time: 3 hrs. Max. Marks: 100

Note: 1. Answer any FIVE full questions, choosing ONE full question from each module.
2. M : Marks , L: Bloom's level , C: Course outcomes.

		Module – 1	M	L	C
Q.1	a.	Define Management. Explain the functions or process of management.	10	L2	CO1
	b.	Explain the various roles of manager.	10	L2	CO1
		OR			
Q.2	a.	List and explain the various steps in planning.	10	L2	CO1
	b.	List and explain the various types of decisions.	10	L2	CO1
		Module – 2			
Q.3	a.	Briefly explain the process of organizing.	10	L2	CO2
	b.	Describe the different steps in the selection procedure.	10	L2	CO2
		OR			
Q.4	a.	Explain Herzberg's TWO-FACTOR-THEORY.	10	L2	CO2
	b.	Discuss the techniques of coordination in detail.	10	L2	CO2
		Module – 3			
Q.5	a.	Illustrate the social responsibilities of business towards different groups.	10	L2	CO3
	b.	Discuss about corporate governance and benefits of good corporate governance.	10	L2	CO3
		OR			
Q.6	a.	What are the characteristics of a successful entrepreneur?	10	L2	CO3
	b.	Illustrate the problems faced by entrepreneurs.	10	L2	CO3
		Module – 4			
Q.7	a.	Discuss role of small scale industries along with Globalization and the WTO on SSI.	10	L2	CO4
	b.	Enumerate and list the external and internal problems faced by small-scale industries.	10	L2	CO4

		OR			
Q.8	a.	Discuss how to generate business ideas.	10	L2	CO4
	b.	Explain how to identify a business opportunity in detail.	10	L2	CO4
		Module – 5			
Q.9	a.	Explain the following: i) Financial plan ii) Marketing plan	10	L2	CO5
	b.	Discuss why do some business plan fail in detail.	10	L2	CO5
		OR			
Q.10	a.	Discuss venture capital meaning in detail.	5	L2	CO5
	b.	Explain importance of network analysis.	5	L2	CO5
	c.	Explain the steps in PERT along with advantages and limitations of PERT.	10	L2	CO5

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