



# CBCS SCHEME

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)