

Fifth Semester B.E. Degree Examination, July/August 2022
Technological Innovation Management &
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 ten different roles played by managers. (10 Marks)
b. Explain different management levels and skills using skill-mix diagram. (10 Marks)

OR

- 2 a. Explain the hierarchy of organizational plans with the help of a diagram. (10 Marks)
b. Explain programmed and non-programmed decision making in management. (10 Marks)

Module-2

- 3 a. Explain the meaning and importance of span of management. (10 Marks)
b. Explain different sources of recruitment. (10 Marks)

OR

- 4 a. Explain Maslow's need-hierarchy motivational theory with the help of neat diagram. (10 Marks)
b. Explain five types of managerial styles using managerial grid chart. (10 Marks)

Module-3

- 5 a. Explain benefits and limitations of social audit. (10 Marks)
b. Explain Corporate governance in India. (10 Marks)

OR

- 6 a. Explain different types of entrepreneurs. (10 Marks)
b. Explain sociological models of entrepreneurial development. (10 Marks)

Module-4

- 7 a. Explain the stages of development of a family business. (10 Marks)
b. Explain the characteristics of a family-owned business in India. (10 Marks)

OR

- 8 a. Explain different methods to generate business ideas. (10 Marks)
b. Explain external changes which leads to the creation of opportunities. (10 Marks)

Module-5

- 9 a. Explain executive summary and management summary of business plans. (10 Marks)
b. Explain government schemes for Micro, Small and Medium Enterprises (MSME). (10 Marks)

OR

- 10 a. Explain selection of a project for setting up an enterprise. (10 Marks)
b. Explain two important ways of raising long-term debt fund. (06 Marks)
c. List some advantages of PERT and CPM. (04 Marks)

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