

CBCS SCHEME

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Fifth Semester B.E. Degree Examination, July/August 2022

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. What are the roles of manager? Explain. (10 Marks)
- b. Management is a science or an art. Explain. (10 Marks)

OR

- 2 a. Explain the following management approaches:
(i) Quantitative approach
(ii) System approach (10 Marks)
- b. Explain the steps involved in planning. (10 Marks)

Module-2

- 3 a. What are the principles of organizing? (10 Marks)
- b. What are the advantages of Decentralization? (05 Marks)
- c. Explain the advantages of effective Delegation of Authority. (05 Marks)

OR

- 4 a. What are the sources of recruitment? Explain. (05 Marks)
- b. How the selection procedures are followed? Explain. (10 Marks)
- c. What is autocratic leadership style? Explain its merits and demerits. (05 Marks)

Module-3

- 5 a. Explain social responsibility of business towards different groups. (10 Marks)
- b. Briefly explain benefits and limitations of social audit. (05 Marks)
- c. Briefly explain corporate governance and its benefits. (05 Marks)

OR

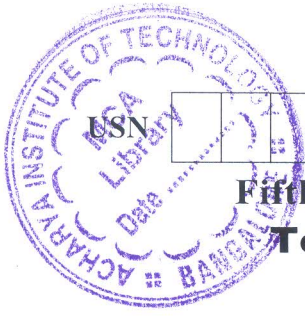
- 6 a. Describe the importance of Entrepreneurship. (10 Marks)
- b. What are the myths of Entrepreneurship? Explain. (05 Marks)
- c. How to build the capacities for strong entrepreneurship? (05 Marks)

Module-4

- 7 a. Explain the contributions of family business in India. (05 Marks)
- b. What are the development stages of family business? Explain. (05 Marks)
- c. Explain various types of family business. (05 Marks)
- d. What are the characteristics of family business in India? (05 Marks)

OR

- 8 a. What are the types of feasibility analysis explain any four feasibility analysis. (10 Marks)
- b. How to identify business opportunities? Explain. (05 Marks)
- c. Write a note on Generation of business idea. (05 Marks)



Module-5

- 9 a. Why some business plan fails? Explain. (05 Marks)
b. What is project report? Explain the contents of project report. (10 Marks)
c. Write a note on government schemes for finding business. (05 Marks)

OR

- 10 a. What are the challenges and difficulties in starting an enterprise? Explain. (10 Marks)
b. Briefly explain the following :
(i) PERT
(ii) CPM. (10 Marks)

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