

18ES51

Fifth Semester B.E. Degree Examination, June/July 2024

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. List and explain the functions of management.
 - b. Write a brief note on the following:
 - i) Levels of management
 - ii) Roles of manager
 - iii) Skills of manager.

(10 Marks)

(10 Marks)

OR

- 2 a. Is planning necessary? With the help of a diagram explain the hierarchy of organizational plan. (10 Marks)
 - b. With the help of a flow diagram briefly explain the steps in rational decision making.

(10 Marks)

Module-2

a. Explain the various organization principles.

(10 Marks)

b. With the help of diagram, explain Maslow's theory of hierarchy of needs.

(10 Marks)

OF

- 4 a. Mention the advantages and disadvantages of:
 - i) Organization with narrow span

ii) Organization with side span

(10 Marks)

b. Explain the three basic steps in a control process.

(10 Marks)

Module-3

5 a. What is Social Audit? List the benefits and limitations of social audit.

(10 Marks)

Explain any four characteristics of a successful entrepreneur.

(10 Marks)

OR

6 a. Write a note on myths of entrepreneurship.

(10 Marks)

Explain the models for the development of entrepreneurship.

(10 Marks)

Module-4

7 a. What are the stages in the development of a family business? Explain in detail.

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

OR

- 8 a. Discuss the methods of generating business ideas. (10 Marks)
 - b. Write short notes on:i) Marketing feasibility
 - ii) Financial feasibility As applied to business ideas.

(10 Marks)

Module-5

a. Discuss the reasons for preparing a business plan.

b. Briefly explain the government schemes for Micro Small And Medium Enterpriser (10 Marks)

(MSME).

OR

a. Explain why some business plans fail.
 b. List advantages and disadvantages of PERT and CPM network techniques.

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