



CBCS SCHEME

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18ES51

Fifth Semester B.E. Degree Examination, Dec.2024/Jan.2025 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. Briefly discuss the functions of management. (07 Marks)
- b. Distinguish between administration and management. (06 Marks)
- c. What are the different roles of manager? (07 Marks)

OR

- 2 a. Brief about various steps involved in planning. (07 Marks)
- b. Explain hierarchy of plans. (06 Marks)
- c. What are the limitations of planning? (07 Marks)

Module-2

- 3 a. Discuss briefly about principle of organization. (07 Marks)
- b. What are the factors affecting span of management? (06 Marks)
- c. Briefly explain techniques of selection process. (07 Marks)

OR

- 4 a. Compare and contrast between Maslow's theory and Herzberg's theory of motivation. (07 Marks)
- b. Describe different leadership styles based on authority. (06 Marks)
- c. What are essential of effective control system? (07 Marks)

Module-3

- 5 a. Explain social responsibilities of business towards different groups. (07 Marks)
- b. What are the benefits of social audit? (06 Marks)
- c. State advantages of corporate governance. (07 Marks)

OR

- 6 a. List out the various characteristics of successful entrepreneur. (07 Marks)
- b. Explain the need of capacity building for entrepreneurship. (06 Marks)
- c. Identify different barriers to entrepreneurship. (07 Marks)

Module-4

- 7 a. What are the importances of family business? (07 Marks)
- b. State various characteristics of family owned business in India. (06 Marks)
- c. Briefly discuss about stages of development of a family business. (07 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and/or equations written eg, 42+8=50, will be treated as malpractice.

OR

- 8 a. Explain in brief about tools of techniques that can be used to generate ideas more systematically. (07 Marks)
b. What are the various market entry strategies in Indian market? (06 Marks)
c. Briefly describe about the different feasibility studies carried out for testing viability of a project. (07 Marks)

Module-5

- 9 a. What are the needs for preparing a business plan? (07 Marks)
b. State the contents of business plan format. (06 Marks)
c. Briefly, explain sources of financing business. (07 Marks)

OR

- 10 a. What are the challenges face by entrepreneurs in starting an enterprise? (07 Marks)
b. Distinguish between CPM and PERT. (06 Marks)
c. State and explain importance of network analysis. (07 Marks)

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