



Fifth Semester B.E./B.Tech. Degree Examination, June/July 2025

**Technological Innovation and Management  
Entrepreneurship**

Time: 3 hrs.

Max. Marks: 100

Note: 1. Answer any FIVE full questions, choosing ONE full question from each module.

2. M : Marks , L: Bloom's level , C: Course outcomes.

Module – 1			M	L	C
Q.1	a.	Define management. Explain any 4 management functions.	10	L2	CO1
	b.	List and explain management skills with the help of skill-mix diagram.	10	L2	CO1
OR					
Q.2	a.	What is planning? Explain various steps involved in planning.	7	L2	CO1
	b.	Explain 10 different roles played by manager.	8	L2	CO1
	c.	Relate programmed and non-programmed decision.	5	L2	CO1
Module – 2					
Q.3	a.	With the help of a diagram, explain Maslow's need hierarchy theory with examples.	10	L2	CO2
	b.	Define Recruitment. Explain the steps involved in the selection process.	10	L2	CO2
OR					
Q.4	a.	Explain span of management concept and its importance.	10	L2	CO2
	b.	Discuss the purpose of communications.	10	L2	CO2
Module – 3					
Q.5	a.	Explain benefits and limitations of social audit.	10	L2	CO3
	b.	Explain corporate governance in India.	10	L2	CO3
OR					
Q.6	a.	What are the essential characteristics that define a successful entrepreneur?	10	L1	CO3
	b.	Explain key stages of the entrepreneurial development cycle.	10	L2	CO3
Module – 4					
Q.7	a.	Explain impact of globalization and WTO on SSI in India.	10	L2	CO4
	b.	Discuss the problems faced by small scale industries.	10	L2	CO4

OR

Q.8	a.	Outline financial feasibility and technical feasibility.	10	L2	CO4
	b.	What factors contribute to creating favorable business opportunities in India?	10	L1	CO4

Module – 5

Q.9	a.	Explain steps in PERT and limitations of PERT.	10	L2	CO5
	b.	Explain the challenges faced by entrepreneurs, when starting their own business.	10	L2	CO5

OR

Q.10	a.	Outline the importance of network analysis.	5	L2	CO5
	b.	Distinguish between PERT and CPM.	5	L2	CO5
	c.	Explain the government schemes for funding business.	10	L2	CO5

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