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18ES51

Fifth Semester B.E. Degree Examination, Feb./Mar. 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. Define Management. Explain any four Management functions. (10 Marks)
b. Explain roles of a Manager. (10 Marks)

OR

- 2 a. Define Planning. Explain any four limitations of Planning. (10 Marks)
b. Explain types of Decision making. (10 Marks)

Module-2

- 3 a. Define Organisation. Explain the principles of Organizing. (10 Marks)
b. Define Recruitment. Explain the steps involved in Selection process. (10 Marks)

OR

- 4 a. Explain Maslow's need hierarchy theory and Herzberg's two factor theory as applicable to an Organization. (10 Marks)
b. Discuss any five purpose of Communication in an Organization. (10 Marks)

Module-3

- 5 a. Describe Social responsibility of Business towards different groups. (10 Marks)
b. What is Social Audit? What are its benefits and limitations? (10 Marks)

OR

- 6 a. Define Entrepreneurship. Discuss the characteristics of a Successful Entrepreneurs. (10 Marks)
b. Illustrate Entrepreneurial development cycle. (10 Marks)

Module-4

- 7 a. Explain in brief, the characteristics of Family owned business in India. (10 Marks)
b. Describe '3 Circle' model of Family business. (07 Marks)
c. List out various types of Family business. (03 Marks)

OR

- 8 a. Discuss various methods of generating Business ideas. (08 Marks)
b. Explain Market Entry Strategies. (10 Marks)
c. What is Ecological Feasibility? (02 Marks)

Module-5

- 9 a. Define Business Plan. Discuss the reasons for preparing a Business Plan. (10 Marks)
b. Explain any four Government schemes for funding Business. (10 Marks)

OR

- 10 a. Illustrate the network design and discuss the importance of Network Analysis. (10 Marks)
b. Discuss the steps in PERT Network. (04 Marks)
c. Compare PERT and CPM Network Techniques. (06 Marks)

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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.