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18ES51

Fifth Semester B.E. Degree Examination, July/August 2021 Technological Innovation Management and Entrepreneurship

Time: 3 hrs.

Max. Marks: 100

Note: Answer any FIVE full questions.

- 1 a. Define Management. List and explain the essential management functions. (08 Marks)
b. Explain the various roles of a Manager. (07 Marks)
c. Compare 'management' with administration. (05 Marks)
- 2 a. With a neat diagram, explain the hierarchy of organizational plans. (08 Marks)
b. Explain the various steps involved in rational decision making with a neat diagram. (08 Marks)
c. Explain any five limitations of planning. (04 Marks)
- 3 a. Explain about the purpose of organization and the process of organizing. (10 Marks)
b. What is recruitment? Explain the steps in the selection process. (10 Marks)
- 4 a. Explain Maslow's need hierarchy theory with a neat diagram. (10 Marks)
b. Define leadership. Explain briefly about any two leadership styles. (10 Marks)
- 5 a. Describe the social responsibilities of business towards different groups in a society. (10 Marks)
b. What is Social Audit? List its benefit and limitations. (10 Marks)
- 6 a. Define Entrepreneurship. Explain the characteristics of an Entrepreneur. (10 Marks)
b. Briefly explain the various classifications of Entrepreneurs. (10 Marks)
- 7 a. Briefly explain the importance of the family business and the different stages of development of a family business. (10 Marks)
b. Discuss the contribution made by Indian family business with examples. (10 Marks)
- 8 a. Explain the various ways to generate business ideas, and briefly describe how to identify a Business opportunity. (10 Marks)
b. Briefly explain about Marketing and financial feasibility analysis. (10 Marks)
- 9 a. List and explain the contents of a Business plans. (08 Marks)
b. Why do some Business plans fails? Explain. (04 Marks)
c. Define Venture Capital. List out the stages of venture capital financing. (08 Marks)
- 10 a. Explain the importance of Network analysis during project execution. (08 Marks)
b. Discuss the steps in CPM network analysis techniques, with its advantages and limitations. (08 Marks)
c. Compare PERT with CPM. (04 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.