

CBCS SCHEME

USN

--	--	--	--	--	--	--	--	--	--

21EC/EI/BM61

Sixth Semester B.E. Degree Examination, June/July 2024 Technological Innovation Management & 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 the various functions of management. (10 Marks)
b. Discuss and justify management as a Science, Art and Profession. (10 Marks)

OR

- 2 a. Explain Types, Steps and Limitation of planning. (10 Marks)
b. What are managerial skills? Explain. (06 Marks)
c. Distinguish between Management and Administration. (04 Marks)

Module-2

- 3 a. Define Organization. Briefly explain the principle of organizing. (10 Marks)
b. What is Departmentalization? Explain process and purpose of Departmentalization. (10 Marks)

OR

- 4 a. With the help of diagram, explain Maslows need hierarchy theory with examples. (10 Marks)
b. Discuss the requirements of effective direction. (05 Marks)
c. Explain the importance of communication. (05 Marks)

Module-3

- 5 a. Explain functions of a Leader. (10 Marks)
b. What is the behavioural approach of Leadership? Explain. (10 Marks)

OR

- 6 a. Explain the different views of social responsibility of a business. (10 Marks)
b. Write a short note on need for control system. (05 Marks)
c. What is Social Audit? Explain its benefits and limitation. (05 Marks)

Module-4

- 7 a. What is Entrepreneurship? Explain the functions of an Entrepreneurship. (10 Marks)
b. Explain the various types of family Business. (04 Marks)
c. List the problem faced by an Entrepreneur. (06 Marks)

OR

- 8 a. How to Identify the business opportunity? Explain. (10 Marks)
b. Describe the various methods used for Generating business ideas. (10 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.

Module-5

- 9 a. What is Business plan? Explain the purpose of business plan. (10 Marks)
b. Explain the National board for micro, small and medium Enterprises (NBMSME) with its objective and scope. (10 Marks)

OR

- 10 a. Write a short note on :
(i) State Industrial Development Corporation (SIDCs). (10 Marks)
(ii) State industrial area development board (SIADB)
b. Explain the functions of,
(i) Small Industries Development Bank of India (SIDBI). (10 Marks)
(ii) Technical Consultancy Organization (TCO).

* * * * *