

GBCS SCHEME

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18MT51

Fifth Semester B.E. Degree Examination, Jan./Feb. 2021 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 and explain the various functional areas of management. (10 Marks)
b. Briefly explain the general steps involved in planning. (10 Marks)

OR

- 2 a. Explain the early management approach represented by scientific management. (10 Marks)
b. Explain briefly the importance of planning. (10 Marks)

Module-2

- 3 a. What is organization? Explain the principles of organization. (10 Marks)
b. Explain briefly the selection process of personnel for the organization. (10 Marks)

OR

- 4 a. Define motivation and explain the various leadership styles. (10 Marks)
b. Explain the essentials of a sound control system. (10 Marks)

Module-3

- 5 a. Describe the characteristics of an entrepreneur. (10 Marks)
b. Explain the social responsibilities of business towards different groups. (10 Marks)

OR

- 6 a. What are the myths associated with entrepreneurship? Explain in detail. (10 Marks)
b. Describe the problems faced by entrepreneurs. (10 Marks)

Module-4

- 7 a. Define family business. Explain tips to avoid conflicts in family business. (10 Marks)
b. Explain the 3 circle model of family business with clear details and diagram. (10 Marks)

OR

- 8 a. What is feasibility analysis? State and explain the types of feasibility analysis. (10 Marks)
b. State and explain the steps involved in feasibility analysis. (10 Marks)

Module-5

- 9 a. State and explain steps involved in PERT analysis. (10 Marks)
b. Briefly explain the challenges involved in starting and running a business enterprise. (10 Marks)

OR

- 10 a. State and explain the importance of network analysis. (10 Marks)
b. List the advantages and imitations of PERT and CPM. (10 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.