

CBCS SCHEME

USN

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

18RA51

Fifth Semester B.Tech. Degree Examination, Jan./Feb. 2023 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 the functions of management. (10 Marks)
b. Explain Modern Management approaches. (10 Marks)

OR

- 2 a. Explain the important steps in planning. (10 Marks)
b. Explain types of Decision making. (10 Marks)

Module-2

- 3 a. Explain the principles of organization. (12 Marks)
b. What is recruitment? Explain the recruitment process. (08 Marks)

OR

- 4 a. Explain the Maslow's hierarchy of needs. (10 Marks)
b. Explain the essentials of a sound control system. (10 Marks)

Module-3

- 5 a. Discuss social responsibilities of Business towards different groups. (10 Marks)
b. What is Social Audit? Mention its benefits and limitations. (06 Marks)
c. List out the benefits of corporate governance. (04 Marks)

OR

- 6 a. Define Entrepreneur. List and explain characteristics of an Entrepreneur. (10 Marks)
b. Discuss Myths of Entrepreneurship. (10 Marks)

Module-4

- 7 a. Briefly explain the importance of the family business and different stages of development of family. (10 Marks)
b. Explain in brief, the characteristics of family owned business in India. (10 Marks)

OR

- 8 a. Discuss the 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. Explain briefly Industry 4.0 and challenges of Industry 4.0. (10 Marks)
b. Explain (i) Smart manufacturing (ii) Collaborative robots. (10 Marks)

OR

- 10 a. Explain mobile computing and cloud computing with advantages. (12 Marks)
b. Explain the strategies for competing in an Industry 4.0 world. (08 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.