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P.E.S. College of Engineering, Mandya - 571 401

(An Autonomous Institution affiliated to VTU, Belagavi)

Sixth Semester, B.E. - Electronics and Communication Engineering

Semester End Examination; May / June - 2019

Innovation, Entrepreneurship and Management

Time: 3 hrs

Max. Marks: 100

Note: Answer FIVE full questions, selecting ONE full question from each unit.

UNIT - I

- 1 a. What is Innovation? How creativity and research effects Innovation? 10
- b. How Innovation helps to increase GDP of country? Explain. 10
- 2 a. Explain the following : 10
 - i) Creativity
 - ii) Creative Thinking
- b. Explain the phases of Innovation journey. 10

UNIT - II

- 3 a. Briefly explain Patents, Copyrights and Trademarks. 10
- b. Describe in brief how to sustain Innovation? 10
- 4 a. List and explain various Innovation skills. 10
- b. Discuss different types Innovation and briefly compare commercial innovation and social innovation. 10

UNIT - III

- 5 a. With relevant interrelations sketch, explain the functions of management. 10
- b. Briefly explain theory-X and theory-Y of Mr. Douglas McGregor. 10
- 6 a. Coordination and organization is one of the important for of a manager, justify. 10
- b. Discuss the key concepts of Mr. F W Taylor defining scientific management. 10

UNIT - IV

- 7 a. Define the term entrepreneur. Discuss the characteristics of an entrepreneur. 10
- b. Compare and contrast a manager and entrepreneur. 10
- 8 a. Describe how entrepreneurs are classified? Explain the types of entrepreneurs. 10
- b. Explain the role of entrepreneur and entrepreneurship in the development of country's economy. 10

UNIT - V

- 9 a. What is leasing finance? Explain advantages and disadvantages of leasing. 10
- b. List and explain the various support provided by National Small Industries Corporation Limited (NSIC) Small scale industries of the country. 10
- 10 a. Explain the difference between leasing and hire purchasing with example. 10
- b. Discuss the role Small Scale Industries Board (SSIB) and State Small Industries Development Corporation (SSIDC) play in developing small enterprises in the country. 10