



P.E.S. College of Engineering, Mandya - 571 401
(An Autonomous Institution affiliated to VTU, Belagavi)
Fifth Semester, B.E. - Electronics and Communication Engineering
Semester End Examination; February / March - 2022
Innovation Entrepreneurship and Management

Time: 3 hrs

Max. Marks: 100

Course Outcomes

The Students will be able to:

CO1: Able to Understand the Functionalities and Requirements to Innovate

CO2: Analyze the Importance of Innovation and Entrepreneurship to build an Enterprise Resulting in Economic Growth.

CO3: Demonstrate the Entrepreneurial and Management Process.

CO4: Understand reliability of Innovation, Entrepreneurship and Management

CO5: Understand Professional Ethics, Analyze its importance and need in current working environment

Note: I) PART - A is compulsory. Two marks for each question.**II) PART - B: Answer any Two sub questions (from a, b, c) for Maximum of 18 marks from each unit.**

Q. No.	Questions	Marks	BLs	COs	POs
I : PART - A		10			
I a.	Define creativity and research.	2	L1	CO1	PO6
b.	List the roles of innovator.	2	L1	CO2	PO6
c.	List out the principles of management.	2	L1	CO3	PO6
d.	Brief on management as science.	2	L1	CO4	PO6
e.	Define the terms extortion.	2	L1	CO5	PO6
II : PART - B		90			
UNIT - I		18			
1 a.	Explain the role of innovation in the economic growth of a country.	9	L1	CO1	PO1
b.	Explain all the phases of innovation journey.	9	L2	CO1	PO1
c.	What is innovation? How innovation helps to the organization growth?	9	L2	CO1	PO6
UNIT - II		18			
2 a.	Explain the various types of innovation.	9	L1	CO2	PO1
b.	Write a note on preparing an innovation proposal and pitching an innovation proposal.	9	L2	CO2	PO1
c.	Explain in detail about patent and IP.	9	L2	CO2	PO6
UNIT - III		18			
3 a.	Discuss all the characteristics of an entrepreneur.	9	L2	CO3	PO6
b.	Distinguish between an entrepreneur and a manager.	9	L4	CO3	PO6
c.	Elaborate the role of entrepreneurship in the economic development.	9	L2	CO3	PO6

UNIT - IV**18**

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|------|---|---|----|-----|-----|
| 4 a. | What is management? Explain the importance of management. | 9 | L2 | CO4 | PO2 |
| b. | Explain the management process with neat diagram. | 9 | L6 | CO4 | PO2 |
| c. | Brief on functions of management. | 9 | L6 | CO4 | PO2 |

UNIT - V**18**

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|------|---|---|----|-----|-----|
| 5 a. | What is professionalism? Write a note on professional ethics. | 9 | L2 | CO5 | PO8 |
| b. | Discuss the ways of misusing truth. | 9 | L2 | CO5 | PO8 |
| c. | Explain the problems in international professionalism. | 9 | L2 | CO5 | PO8 |

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