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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 - 2023
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.

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

Q. No.	Questions	Marks	BLs	COs	POs
	I : PART - A	**10**			
1 a.	Define innovation and mention three types of strategy alignment.	2	L1	CO1	PO6
b.	List out the differences between social innovation and commercial innovation.	2	L1	CO2	PO6
c.	List out the principles of management.	2	L1	CO3	PO6
d.	Write a short note on management is science as well as art.	2	L1	CO4	PO6
e.	What is Bribe? List the reasons of forbidding bribery by professional engineering codes.	2	L1	CO5	PO6
	II : PART - B	**90**			
	UNIT - I	**18**			
2 a.	Explain the role of innovation in the economic growth of a country.	9	L2	CO1	PO1
b.	Explain any five myths about innovator led innovation.	9	L2	CO1	PO1
c.	Define Creativity. How innovation helps to the organization growth?	9	L1,2	CO1	PO6
	UNIT - II	**18**			
3 a.	Explain the various types of innovation.	9	L2	CO2	PO1
b.	Explain the implementation phase of the innovation journey with a block diagram.	9	L2	CO2	PO2
c.	Write a note on patent and IP.	9	L2	CO2	PO6
	UNIT - III	**18**			
4 a.	Describe the functions of entrepreneurs.	9	L2	CO3	PO6
b.	Distinguish between an Entrepreneur and a Manager.	9	L2	CO3	PO6
c.	Explain the types of Entrepreneurs.	9	L2	CO3	PO6

	UNIT - IV	**18**			
5 a.	Define Management. Explain salient characteristics of management.	9	L1,2	CO4	PO2
b.	Explain Mintzberg's ten managerial roles.	9	L2	CO4	PO2
c.	Brief on function of management.	9	L2	CO4	PO2
	UNIT - V	**18**			
6 a.	Why is Dishonesty wrong? Describe the ways of misusing the truth.	9	L2	CO5	PO8
b.	List the problems in international professionalism. Explain.	9	L2	CO5	PO8
c.	Define Extortion. Describe the relation between professional ethics, personal ethics, and common morality with some illustrations.	9	L2	CO5	PO8

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