

**CONTINUOUS INTERNAL EVALUATION- 3**

Dept:EC	Sem / Div:V	Sub:Technological Innovation Management and Entrepreneurship	S Code:18ES51
Date:11/01/2021	Time: 9:30-11:00 am	Max Marks: 50	Elective:N
Note: Answer any 2 full questions, choosing one full question from each part.			

Q N	Questions	Marks	RBT	COs
<b>PART A</b>				
1	a List differences between PERT and CPM	6	L2	CO4
	b How to Identify a Business Opportunity? Explain.	9	L2	CO3
	c Write a short note on Creativity and innovation.	10	L2	CO3
<b>OR</b>				
2	a Why do some Business Plans fail? Explain	6	L2	CO3
	b Explain role of following in financing a Business i) Venture Capital ii) Angel Investing	9	L2	CO4
	c What are the market entry strategies in India.	10	L2	CO3
<b>PART B</b>				
3	a What is Business plan? What are the reasons for preparing a business plan?	6	L2	CO3
	b Briefly explain Project feasibility analysis.	9	L2	CO4
	c Explain the importance of Network Analysis in Project Design and execution	10	L2	CO4
<b>OR</b>				
4	a Explain the five phases of business model design process	6	L2	CO3
	b Describe the Procedure for getting license and registration of starting an enterprise.	9	L2	CO4
	c Discuss the steps in PERT network analysis technique. What are its advantages and limitations	10	L2	CO4

*Nisha*  
9/1/21

*Nisha*  
HOD 09/01/2021