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EC710

JSS MAHAVIDYAPEETHA
JSS SCIENCE AND TECHNOLOGY UNIVERSITY, MYSURU

Department of Electronics and Communication Engineering

Bachelor of Engineering Degree

VII Semester: Test 2

"Entrepreneurship and Management"

Duration: 1 Hr. **Max. Marks: 20**

Date: 15-12-2022 **Time: 09:30 – 10:30 am**

Note:

1. Questions 1 and 2 are compulsory.
2. Answer the remaining questions by making use of internal choice appropriately.

Q. No.	CO	CD	Questions	Marks
1	1	L2	Illustrate with examples the motivation of Engineers in the historical development of Engineering management	05
2	1	L2	With the help of a flow diagram, discuss various steps to start a new business.	05
3	1	L2	List business opportunities across various domains, choose one, and explain how to turn the opportunity into a business.	05
			OR	
4	1	L2	List different sources of generating business ideas.	05
5	2	L2	Discuss the role of government and financial institutions in promoting small-scale industry in a given region	05
			OR	
6	2	L2	Discuss demand and supply problems in the food industry, the supply chain from farmer to store.	05

Cognitive Domains:

L1: Remember **L2: Understand** **L3: Apply**

L4: Analyse **L5: Evaluate** **L6: Create**

Course Outcome: At the end of the course the students are able to	
CO1:	Explain entrepreneurship, management and innovation with an emphasis on their evolution. Identify various institutional support for starting new business, assessment of demand and supply in potential areas of growth, opportunity identification and feasibility analysis.
CO2:	Analyse the importance of technology management with respect to organizational finance, ethics, teamwork and project planning. Investigate techno-economic feasibility of a project,
CO3:	Develop/design innovation with regard to IPR and patents in technology-oriented business.
CO4:	Demonstrate various successful entrepreneurial profiles, the startup ecosystem and new venture creations, working in teams study case examples, develop a business plan, prepare a report, and critically evaluate.

— End —

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Q. NO	Scheme of Evaluation	Marks
1	Engineering management is the discipline where engineers combine management skills with technical expertise to coordinate work in various technical fields such as product design, development, and manufacturing. Engineers are motivated by the **challenge and gratification they get from overcoming that challenge**, they are motivated by making their own decisions, solving problems in their way and having the time to master what they do. Ancient Civilizations Many ancient civilizations left behind great stone structures that leave us wondering how they could have been created with the few tools then available. Ex.: The great pyramid of Cheops, built about 4500 years ago, covers 13 acres(hektar) and contains 2300.000 stone blocks weighing an average of 5000 pounds a piece. China – Great Wall England – Stonehenge (another engineering miracle) Problems of controlling military operations and dispersed empires have made necessary the development of new management methods since ancient times. Alexander the Great is generally credited with the first documented use of staff system. Romans – roads and aqueducts The great Roman roads that made it possible to move messages and Roman legions (ordu) quickly from place to place were an impressive engineering achievement that helped the empire survive as long as it did Before the late eighteenth century farm families would spin cotton, wool to yarn or on a spinning wheel, wet the goods with mild alkali and spread them on the ground for months to beach in the sun before selling at a local fairs for whatever price they could get End of Cottage Industry 1. The spinning jenny Invented by James Hargreaves (1764), Could spin 8 threads of yarn(iplik) at once 2. The water frame Patented by Samuel Crompton (1779), Spinning machine driven by water power The mule (cark) Invented by Samuel Crompton (1779), A combination of the spinning jenny and water frame. The power loom (dokuma tezgahi) Patented by Edmund Cartwright (1785), A weaving machine of making cloth	1 # Example × 1 = 4 05

Q. NO	Scheme of Evaluation	Marks
2	1. Refine your idea 2. Write a business plan 3. Assess your finances 4. Determine your legal business structure 5. Register with the government and IRS 6. Purchase an insurance policy 7. Build your team 8. Choose your vendors 9. Brand yourself and advertise 10. Grow your business Explanation of all the 10 steps	½ Mark *5 Flowchart 01 05
3	A successful entrepreneurship comprises three critical elements — market, industry and the key people. 01 A seven domain model for evaluating entrepreneurial opportunity. (a) Market domain - macro level. (b) Market domain - micro level (c) Industry domain - macro level (d) Industry domain — micro level. 03 (e) Team domain — aspirations (f) Team domain — capability of execution (g) Team domain — connection or network. Brief explanation on any one of the domain model. 01	05

Scheme of Evaluation	Marks
Different sources of generating a business idea:- (a) Brainstorming:- * A technique used to quickly generate a large number of ideas and solutions to problems. * Generate ideas that might represent business opportunities. * Works well individually as well as with a varied group of people with a facilitator. (b) Survey method:- * To collect information by direct observation of a phenomenon or systematic gathering of data from a set of people. * Involves gathering information from a representative sample population, sample of whole population under study that presents an accurate proportional representation of the population (c) Reverse Brainstorming:- Similar to Brainstorming but Criticism is allowed. * The technique focus is on the negative aspects of every idea that has been generated through brainstorming. (d) Gordon method:- * Collective discussion addresses every aspect of the planned product in an uninhibited solution-oriented way. * The group will later sit and study each idea to see if any of them may be useful for the planning.	02 01 01 01 05

Q. NO	Scheme of Evaluation	Marks
05	Central level institutions ↳ NBMSME → National Board for micro, small and medium Enterprises. ↳ KVIC → Khadi & Village Industries Commission ↳ NSIC → National Small Industries Cooperation Etc State Level Institutions ↳ State Directorate of Industries & Commerce ↳ District Industries Center ↳ State financial Corporation ↳ SIDC & SIADB. Other Financial Institutions ↳ NABARD ↳ HUDCO ↳ TCD, ↳ SIDBI.	02 02 01 05
06.	A typical food supply chain is made up of Six stages (a) Sourcing of ingredients, raw materials (b) Production (c) Processing & packaging (d) Storage (e) Whole sale distribution (f) Retail redistribution to Consumers. Food supply chain challenges. (a) Lack of traceability. (b) Inability to maintain the safety & quality of products. (c) Inadequate communication between parties (d) Rising supply chain costs (e) Failure to track & control inventory in warehouses & stores.	02 03 05

Name & Signature of the Paper Setter:

Prof. Thyagarajamurthy

Prof. Rohith M N Rohith 15/12/2021

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