

Reg No : Name :

**MAR ATHANASIUS COLLEGE OF ENGINEERING, KOTHAMANGALAM**

(Govt. Aided Autonomous Institution)

Third Semester B.Tech. Degree (SAY) Examination, February, 2026

Course Code: B24HU2T02

Course Name: ENTREPRENEURSHIP AND MANAGEMENT SKILLS FOR ENGINEERS

Max. Marks: 100

Duration:3 Hours

PART - A: 30 Marks (10 Qns x 3 Marks)**Answer all questions**

1. Define organizational structure and list out different types of organisational structures
2. List out steps involved in the planning process.
3. Suggest two practical ways an HR manager can apply Herzberg's theory to improve employee retention by focussing on motivators.
4. Define Theory X of leadership.
5. List three key components of the Business Model Canvas Chart
6. List out two advantages of the Subscription business Model
7. Discuss the importance of a pitch deck in raising funds for startups
8. Discuss the term 'turnover' in startup financials.
9. Explain any two popular patent databases.
10. Explain the term Input Tax Credit (ITC) in the context of GST taxation.

PART - B: 70 Marks (5 Qns x 14 Marks)**Answer any One full question from each module.****Module 1**

11. a) Explain techniques of scientific management. (10 marks)
b) Elaborate the principle of "Unity of Command" by Henri Fayol with an example. (4 marks)

OR

12. a) Explain the scope of management and discuss its relevance in modern business organizations. (10 marks)
b) As the operations head of a factory, how would you apply the controlling function to reduce defects in production? (4 marks)

Module 2

13. a) Explain distributive negotiation and its key characteristics. (7 marks)
b) Discuss situations where distributive negotiation is most appropriate and the potential risks of using it. (7 marks)

OR

14. StartUpX is a technology startup with 50 employees. Recently, rumors about possible layoffs and policy changes are spreading rapidly through casual chats, messaging apps, and lunchroom conversations. This has caused confusion, decreased morale, and minor conflicts among employees. Management wants to address the situation while maintaining the benefits of informal communication.
- a) Analyse how informal communication is affecting employees at StartUpX, including its positive and negative impacts. (7 marks)
- b) Suggest practical strategies to manage informal communication effectively in the organization, while preserving its benefits. (7 marks)

Module 3

15. Explain the characteristics of an entrepreneurial mindset and discuss how each contributes to entrepreneurial success.

OR

16. Describe the process of preparing an Empathy Canvas. How does this tool help in understanding customer needs in developing a healthcare mobile application?

Module 4

17. a) Define digital branding and explain its importance for startups. (4 Marks)
b) A startup called EcoRide Motors has developed an electric scooter with longer battery life and low maintenance costs. To attract customers and investors, they launch a digital branding campaign showcasing product features on their website, social media platforms, and video demos. How can EcoRide Motors leverage digital branding to attract customers and investors? (10 Marks)

OR

18. a) What are business growth strategies? (4 Marks)
b) "FitPro Sports" is a sports equipment startup that manufactures affordable, high-quality fitness gear such as cricket bats, footballs, and yoga mats. The company has gained popularity in local markets through offline retail stores but is struggling to compete with established brands. The founders now want to expand their brand and increase sales by adopting suitable

growth strategies. Suggest suitable growth strategies that FitPro Sports can adopt to expand its brand presence and revenue. Explain how each strategy will help the company grow.

(10 Marks)

Module 5

19. a) State the key differences between Private Limited Company and Public Limited Company. (8 marks)
- b) Suggest the types of businesses or situations where forming a Private Limited Company is more suitable, and where a Public Limited Company would be preferred. Justify your answer. (6 marks)

OR

20. a) Explain the difference between provisional and complete patent applications with examples. (8 marks)
- b) Why is it important to avoid public disclosure of ideas before filing a patent? (6 marks)
