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# B.M.S. College of Engineering, Bengaluru-560019

Autonomous Institute Affiliated to VTU

## January 2024 Semester End Main Examinations

**Programme: B.E.**

**Branch: Artificial Intelligence and Machine Learning**

**Course Code: 22AM7BSIPR**

**Course: Management, Entrepreneurship and IPR**

**Semester: VII**

**Duration: 3 hrs.**

**Max Marks: 100**

**Instructions:** 1. Answer any FIVE full questions, choosing one full question from each unit.  
2. Missing data, if any, may be suitably assumed.

			<b>UNIT - I</b>	<b>CO</b>	<b>PO</b>	<b>Marks</b>
<b>Important Note:</b> Completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages. Revealing of identification, appeal to evaluator will be treated as malpractice.	1	a)	Elucidate the primary functional areas of management and their respective roles in achieving organizational objectives.	CO 1	PO 1	<b>10</b>
		b)	Describe the detailed overview of the steps involved in the planning process.	CO 1	PO 1	<b>10</b>
			<b>UNIT - II</b>			
	2	a)	Provide a detailed explanation of the classification of entrepreneurs based on the type of business.	CO 2	PO 2	<b>10</b>
		b)	Enumerate the various functions performed by an entrepreneur. Justify your answer with an example.	CO 2	PO 2	<b>10</b>
			<b>UNIT - III</b>			
	3	a)	Describe the detailed overview of the Government of India Industrial Policy 2007 for micro and small-scale enterprises, including its legal frameworks.	CO 2	PO 2	<b>10</b>
		b)	Explain the significance of micro and small enterprises in creating employment opportunities and contributing to the balanced development of industries across the country.	CO 2	PO 2	<b>10</b>
			<b>UNIT - IV</b>			
	4	a)	Outline the role of TRIPS (Trade-Related Aspects of Intellectual Property Rights) in shaping the international landscape of Intellectual Property.	CO 2	PO 2	<b>10</b>
		b)	Provide an overview of copyrights and highlight their importance in protecting creative works.	CO 2	PO 2	<b>10</b>
			<b>OR</b>			
	5	a)	Demonstrate the role of patents in fostering innovation and technological advancement.	CO 3	PO 3	<b>10</b>

	b)	Elucidate the concept of Geographical Indications (GIs) and their significance in protecting regional products.	CO 3	PO 3	<b>10</b>
		<b>UNIT-V</b>			
6	a)	Discuss the role of trademarks as a marketing tool. Provide examples of famous trademarks and their impact on consumer perception	CO 3	PO 3	<b>10</b>
	b)	Explain how the registration of Intellectual Property Rights enhances enforcement and protection.	CO 3	PO 3	<b>10</b>
		<b>OR</b>			
7	a)	Analyse the concept of industrial design registration and its relevance in product development.	CO 3	PO 3	<b>10</b>
	b)	Discuss the importance of protecting trade secrets and the registration process. How does trade secrets registration contribute to maintaining a competitive edge in the business world?	CO 3	PO 3	<b>10</b>

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