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

Autonomous Institute Affiliated to VTU

May / June 2025 Semester End Main Examinations

Programme: B.E.

Semester: VIII

Branch: Artificial Intelligence and Machine Learning

Duration: 3 hrs.

Course Code: 24AM8HSMEI

Max Marks: 100

Course: Management, Entrepreneurship and IPR

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

UNIT - I			CO	PO	Marks
1	a)	Explain the concept of management. What are its distinguishing features and what is its scope?	<i>CO1</i>	<i>PO1</i>	07
	b)	Describe the different roles and responsibilities that a manager undertakes within an organization.	<i>CO1</i>	<i>PO2</i>	07
	c)	Analyze the role and value of effective staffing, and enumerate the main steps involved in the employee selection procedure.	<i>CO1</i>	<i>PO3</i>	06
OR					
2	a)	Identify and discuss the core functional areas of management within an organization.	<i>CO1</i>	<i>PO3</i>	08
	b)	Discuss the hierarchy of organizational plans and enumerate the major steps involved in planning.	<i>CO1</i>	<i>PO1</i>	08
	c)	Explain the fundamental characteristics of an organization, highlighting their significance.	<i>CO1</i>	<i>PO2</i>	04
UNIT - II					
3	a)	Discuss the primary functions performed by an entrepreneur in the business process.	<i>CO2</i>	<i>PO1</i>	07
	b)	Elaborate the characteristics of entrepreneur based on their area chosen or role or business.	<i>CO2</i>	<i>PO1</i>	07
	c)	Differentiate between an entrepreneur and a manager in terms of their roles, responsibilities, and functional areas.	<i>CO2</i>	<i>PO2</i>	06
OR					

Important Note: Completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages. Revealing of identification, appeal to evaluator will be treated as malpractice.

	4	a)	Elaborate on the classification of entrepreneurs considering factors such as business type, technology usage, growth stage, development phase, gender, age, and operational scale.	CO2	PO1	08
		b)	How do entrepreneurs differ from intrapreneurs in terms of their roles and functions? Discuss the challenges faced by entrepreneurs.	CO2	PO2	06
		c)	Explain the various stages involved in the Entrepreneurial Process.	CO2	PO1	06
UNIT - III						
5	a)		Address the main characteristics of Small Scale Industries (SSI) along with the advantages of micro and small enterprises.	CO2	PO1	08
	b)		Analyze the provisions of the Government of India's Industrial Policy 2007 for micro and small scale enterprises, focusing on their recognition and the integration of three enterprise tiers, and support your answer with a case study.	CO2	PO2	07
	c)		Explain the roles and policy initiatives of Karnataka State Small Scale Industries Development (KIADB), and discuss some significant projects it has undertaken.	CO2	PO1	05
OR						
6	a)		Explain the process of setting up a Small Scale Industry (SSI) or Micro and Small Enterprise (MSE), detailing each step.	CO2	PO1	07
	b)		Discuss the objectives and major functions of Karnataka State Finance Corporation (KSFC) and the policy initiatives of the Small Industries Development Bank of India (SIDBI).	CO2	PO2	08
	c)		Summarize the main objectives behind Technical Consultancy Service Organization of Karnataka(TECSOK) along with the nature of support.	CO2	PO1	05
UNIT - IV						
7	a)		Illustrate the following terms: i. Patents ii. Copyrights iii. Trademarks iv. Trade Secrets v. Geographical Indications	CO3	PO1	08
	b)		Describe the underlying motivations for intellectual property and highlight its impact on economic development.	CO3	PO1	06
	c)		Briefly describe the institutions that oversee the management and regulation of intellectual property rights.	CO3	PO1	06
			OR			

	8	a)	Provide an overview of the principal regional IP bodies and outline their primary functions.	CO3	PO1	08
		b)	Discuss the various strategies emphasized by the intellectual property (IP) system across different sectors.	CO3	PO1	06
		c)	Discuss the primary legal mechanisms in place to safeguard the intellectual property rights w.r.t Consumer, clinical research regulations.	CO3	PO1	06
		UNIT - V				
	9	a)	What are Intellectual Property Rights (IPR)? Discuss their significance and main objectives.	CO3	PO1	07
		b)	Compare and analyze the global and Indian Intellectual Property Rights (IPR) landscapes, considering aspects such as legal frameworks, enforcement, technological trends, and policy priorities.	CO3	PO2	07
		c)	What is patent? How did the turmeric patent case define biopiracy?	CO3	PO1	06
		OR				
	10	a)	Define the Trade-Related aspects of Intellectual Property Rights (TRIPS) agreement and discuss the categories of intellectual property it governs.	CO3	PO1	06
		b)	Explain the implications of Trade-Related Aspects of Intellectual Property Rights (TRIPS) across globe	CO3	PO1	07
		c)	Explain how the emergence of AI-generated works poses challenges to existing IP laws that mandate human authorship or inventorship, using a real-world case study?	CO3	PO2	07
