

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

Autonomous Institute Affiliated to VTU

## September / October 2023 Supplementary Examinations

**Programme: B.E.**

**Branch: INFORMATION SCIENCE AND ENGINEERING**

**Course Code: 20IS5HSEMR**

**Course: Entrepreneurship, Management and IPR**

**Semester: V**

**Duration: 3 hrs.**

**Max Marks: 100**

**Date: 13.09.2023**

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

### UNIT - I

- 1 a) Discriminate Entrepreneurially managed firms from Traditionally managed firms. **05**
- b) Describe the role models and support systems that influence entrepreneur's career path when starting a "Catering Business" **05**
- c) Explain in detail the important elements of an entrepreneurial strategy. **10**

### UNIT - II

- 2 a) "Innovation is the key to the economic development of any company". Justify the statement. **10**
- b) Explain in detail the factors that affect the entrepreneurial performance. **10**

### OR

- 3 a) Describe the model of Opportunity Recognition Process with suitable diagram **10**
- b) Differentiate between International v/s Domestic Entrepreneurship **10**

### UNIT - III

- 4 a) Identify three corporations that are different in their legal form of organization. How are these companies different? How are they Similar? **10**
- b) Design a business plan for starting a "Travel Agency" firm **10**

### OR

- 5 a) Explain in detail the process of Venture Capital **10**
- b) Illustrate the steps adopted in Marketing research for the new venture. **10**

### UNIT - IV

- 6 a) Alice and Bob are starting a Courier Service company, describe the steps involved in Planning **05**
- b) A company plans to organize Covid-19 vaccination drive for their employees, discuss the types of decisions made by managers during the execution period. **05**
- c) Explain the characteristics of business objectives for a "Health Care Service" **10**

**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.

## **UNIT - V**

- |   |    |  |           |
|---|----|--|-----------|
| 7 | a) | Explain in detail the different types of Intellectual property.  | <b>10</b> |
|   | b) | Elucidate International Organizations, Agencies and Treaties that promote the use and protection of Intellectual property. | <b>10</b> |

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SUPPLEMENTARY EXAMS 2023