

# 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.	<b>05</b>
	b) Describe the role models and support systems that influence entrepreneur's career path when starting a "Catering Business"	<b>05</b>
	c) Explain in detail the important elements of an entrepreneurial strategy.	<b>10</b>

### UNIT - II

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

### OR

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

### 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?	<b>10</b>
	b) Design a business plan for starting a "Travel Agency" firm	<b>10</b>

### OR

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

### UNIT - IV

6	a) Alice and Bob are starting a Courier Service company, describe the steps involved in Planning	<b>05</b>
	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.	<b>05</b>
	c) Explain the characteristics of business objectives for a "Health Care Service"	<b>10</b>

## **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*