

U.S.N.

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

Autonomous Institute Affiliated to VTU

July 2024 Semester End Main Examinations

Programme: B.E.

Branch: Information Science and Engineering

Course Code: 22IS5HSEMI

Course: Entrepreneurship, Management and IPR

Semester: V

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.

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 - I	CO	PO	Marks
	1	a)	Explain the concept of effectuation by considering the example of concept by Prof Sarasvathy.	CO1		05
		b)	Give the basic comparison between Entrepreneur Vs. Manager	CO1		05
		c)	Identify the three key stages of entrepreneurial strategy. with a neat diagram. Explain the Generation and Exploitation of New Entry Opportunities	CO1		10
			UNIT - II			
	2	a)	Why Innovation plays a main role in Entrepreneurship? Explain the types of innovation with example	CO1		10
		b)	Identify the various stages of Product planning and Development for a new idea. Explain in detail.	CO2	PO1	10
			OR			
	3	a)	Explain in detail how Indian entrepreneurs make the difference to do business in international terms of political, economical and social domains.	CO2	PO1	10
		b)	Illustrate the various Entry modes of Entrepreneurship.	CO2	PO1	05
		c)	How merger benefits entrepreneurs? Explain the different types of merging.	CO2	PO1	05
			UNIT - III			
	4	a)	Differentiate Limited Liability Company and Corporation along with advantage and disadvantage of each.	CO3	PO2	08
		b)	Assume that you are going to setup a new software company, for building strong management team. Identify the steps you can consider to create a positive organizational culture.	CO3	PO2	07
		c)	Describe Sole Proprietorship. Explain the tax process and provide its advantage and disadvantage.	CO3	PO2	05

		OR			
5	a)	Elaborate the various stages involved in preparing the marketing plan with a sample flowchart by providing the necessary information to be formally prepared in each stage.	CO2	PO1	10
	b)	Design a business plan for “Smart Voting System using Govt. Id.”	CO4	PO3	10
		UNIT - IV			
6	a)	Assume that you have been asked to organize “Charity fund show for Orphanages”. Specify the planning, organizing, staffing and controlling functions for the event management.	CO3	PO2	10
	b)	Illustrate the hierarchy of Organization plan with neat diagram	CO3	PO2	10
		UNIT - V			
7	a)	Describe the different categories of Trademark. Give examples suitably relevant to real world.	CO5	PO2	05
	b)	Explain in detail the convention types that deal with the protection of works and the rights of their authors.	CO6	PO9,P O10	08
	c)	Provide the inventions that fare into the category of not patentable and why	CO5	PO2	07
