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

Autonomous Institute Affiliated to VTU

## January / February 2025 Semester End Main Examinations

**Programme: B.E.**

**Semester: V**

**Branch: Information Science and Engineering**

**Duration: 3 hrs.**

**Course Code: 22IS5HSEMI**

**Max Marks: 100**

**Course: Entrepreneurship, Management 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.

			<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)	Considering the characteristics of an entrepreneur's decision-making environment, explore how entrepreneurs		<i>CO1</i>		<b>10</b>
			(a) think in a structured manner, and				
			(b) engage in bricolage. Provide relevant examples to illustrate these concepts.				
			<b>OR</b>				
	2	a)	What is meant by "New Entry"? Provide a clear diagram and briefly explain the process of generating and exploiting new entry opportunities.		<i>CO1</i>		<b>10</b>
		b)	Describe the Entrepreneurs background and Characteristics.		<i>CO2</i>	<i>PO1</i>	<b>5</b>
		c)	Compare and contrast narrow scope strategy with broad scope strategy.		<i>CO2</i>	<i>PO1</i>	<b>5</b>
			<b>UNIT - II</b>				
	3	a)	Describe the three types of innovation in detail, providing an example for each.		<i>CO3</i>	<i>PO2</i>	<b>10</b>
		b)	Describe in detail the classification of new products with respect to		<i>CO3</i>	<i>PO2</i>	<b>10</b>
			(a) Consumer's viewpoint				
			(b) Firm's viewpoint				

		<b>OR</b>			
4	a)	Illustrate the different stages involved in product planning and development for a new idea.	CO3	PO2	<b>10</b>
	b)	What are the various factors that can influence an entrepreneur to choose between either domestic / international entrepreneurship?	CO3	PO2	<b>10</b>
		<b>UNIT - III</b>			
5	a)	As a manager for a Café, prepare a business plan for increasing the success rate of the Café.	CO4	PO3	<b>10</b>
	b)	Discuss the 4 steps involved in marketing research for new venture.	CO4	PO3	<b>10</b>
		<b>OR</b>			
6	a)	Discuss in detail the steps in preparing the marketing plan.	CO4	PO3	<b>10</b>
	b)	Discuss the pros and cons of Venture Capital financing.	CO4	PO3	<b>5</b>
	c)	What is S-Corporation? List any 5 advantages of S-Corporation.	CO4	PO3	<b>5</b>
		<b>UNIT - IV</b>			
7	a)	What do you mean by the term “Management”? Discuss in detail the 4 basic management functions that make up the management process with examples.	CO5	PO2	<b>10</b>
	b)	Differentiate between strategic planning and tactical planning.	CO5	PO2	<b>5</b>
	c)	Enumerate the advantages and disadvantages of Group Decisions.	CO5	PO2	<b>5</b>
		<b>OR</b>	CO5	PO2	
8	a)	With a neat diagram discuss 3 managerial skills.	CO5	PO2	<b>10</b>
	b)	Discuss the various types of plans that are arranged in a hierarchical way within a large organization with a neat flowchart.	CO5	PO2	<b>10</b>
		<b>UNIT - V</b>			
9	a)	Discuss in detail the important roles of an IPR professional.	CO6	PO10	<b>10</b>
	b)	Distinguish between trademarks, patents and copyrights.	CO6	PO9	<b>10</b>
		<b>OR</b>			
10	a)	Write short note on Biodiversity and IPR.	CO6	PO10	<b>5</b>
	b)	Differentiate between “Universal copyright convention” and “Berne convention”.	CO6	PO9	<b>10</b>
	c)	Discuss the 5 different classifications of trademark.	CO6	PO9	<b>5</b>