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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.

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	<i>CO</i>	<i>PO</i>	Marks
	1	a)	Considering the characteristics of an entrepreneur's decision-making environment, explore how entrepreneurs (a) think in a structured manner, and (b) engage in bricolage. Provide relevant examples to illustrate these concepts.	<i>CO1</i>		10
		b)	Differentiate between entrepreneurs and businessmen.	<i>CO2</i>	<i>PO1</i>	5
		c)	Examine the factors that drive interest in corporate entrepreneurship.	<i>CO2</i>	<i>PO1</i>	5
			OR			
	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>		10
		b)	Describe the Entrepreneurs background and Characteristics.	<i>CO2</i>	<i>PO1</i>	5
		c)	Compare and contrast narrow scope strategy with broad scope strategy.	<i>CO2</i>	<i>PO1</i>	5
			UNIT - II			
	3	a)	Describe the three types of innovation in detail, providing an example for each.	<i>CO3</i>	<i>PO2</i>	10
		b)	Describe in detail the classification of new products with respect to (a) Consumer's viewpoint (b) Firm's viewpoint	<i>CO3</i>	<i>PO2</i>	10

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