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

Autonomous Institute Affiliated to VTU

September / October 2024 Supplementary 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.

			UNIT - I	<i>CO</i>	<i>PO</i>	Marks
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.	1	a)	Consider an imaginary restaurant called Curry in Hurry. Demonstrate how effectuate is better than a causal process	<i>CO1</i>	<i>PO1</i>	05
		b)	Describe the McMullen-Shepherd model to show the influence of knowledge and motivation on entrepreneurial action.	<i>CO1</i>	<i>PO1</i>	05
		c)	Given the nature of an entrepreneur's decision-making environment, Examine the scope on how entrepreneurs (a) think Structurally. (b) Engage in Bricolage. Illustrate the same with suitable examples.	<i>CO1</i>	<i>PO1</i>	10
			UNIT II			
	2	a)	What are the factors affecting entrepreneurial performance considering International versus domestic entrepreneurship. Discuss them in brief	<i>CO2</i>	<i>PO1</i>	10
		b)	Apply the various stages of Product planning and Development process for any new product.	<i>CO2</i>	<i>PO1</i>	10
			OR			
	3	a)	Describe the factors that influence the decision of launching a product to enter the market now or to delay entry.	<i>CO3</i>	<i>PO2</i>	05
		b)	Discuss the advantages and disadvantages of being first movers?	<i>CO3</i>	<i>PO2</i>	05
		c)	Explore the risk reduction strategies for new entry exploitation with suitable examples.	<i>CO3</i>	<i>PO2</i>	10
			UNIT - III			
	4	a)	What is marketing plan? With necessary flowchart, explain the stages involved in preparing marketing plan.	<i>CO4</i>	<i>PO3</i>	10
		b)	Describe different forms of new venture creation process considered in obtaining financing.	<i>CO4</i>	<i>PO3</i>	05
		c)	List the reasons why business plan fails.	<i>CO4</i>	<i>PO3</i>	05

		OR			
5	a)	Identify the legal forms of Business. Elaborate on the characteristic features of the factors in the forms of business formation.	<i>CO3</i>	<i>PO2</i>	10
	b)	Explain Limited Liability Company[LLC] and S-Corporation? List out advantages and disadvantages of both.	<i>CO4</i>	<i>PO3</i>	10
UNIT - IV					
6	a)	Compare Strategic planning and Tactical planning in Indian industry	<i>CO5</i>	<i>PO2</i>	10
	b)	Discuss the characteristics and advantages of Objectives of management.	<i>CO5</i>	<i>PO2</i>	10
UNIT - V					
7	a)	With suitable diagram, explain the options available to avoid infringement.	<i>CO6</i>	<i>PO9</i>	10
	b)	Classify the various types of plans that are arranged in a hierarchical way within a large organization.	<i>CO3</i>	<i>PO2</i>	10
