

U.S.N.

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.

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

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