

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

Autonomous Institute Affiliated to VTU

February / March 2023 Semester End Main Examinations

Programme: B.E.

Branch: Information Science and Engineering

Course Code: 20IS5HSEMR

Course: Entrepreneurship, Management and IPR

Semester: V

Duration: 3 hrs.

Max Marks: 100

Date: 09.03.2023

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

- 1 a) List the factors that can affect an entrepreneur's success depending on their background. What qualities are necessary for an entrepreneur to succeed? **10**
- b) How does an entrepreneur think differently than a non-entrepreneur? Illustrate with a real example. **10**

UNIT - II

- 2 a) Creativity is an important attribute of a successful entrepreneur. Mention any 5 techniques through which creative ideas can be generated, elaborate on each technique. **10**
- b) With a neat diagram, explain the Opportunity Recognition Process model. **10**

OR

- 3 a) What are the various entry modes for an entrepreneur at the International level? Provide the advantages and disadvantages of each. **10**
- b) Describe the business ethics to be followed in any organization. Mention the four important factors that can be considered by a business manager to decide which is ethical and unethical. **10**

UNIT - III

- 4 a) Outline the general points needed for writing a business plan. Give justification for each. **10**
- b) Describe i) Reasons for business failure. **10**
ii) Importance of Contingency planning for an entrepreneur.

OR

- 5 a) Explain the different types of legal entities to start a business in India. **10**
- b) Identify the role of budgets in preparing the pro forma statements. Explain the pro forma Income statements. **10**

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 - IV

- | | | | |
|---|----|---|-----------|
| 6 | a) | Explain in detail the hierarchy of organizational plans using suitable diagram. | 10 |
| | b) | Compare and contrast the following | 10 |
| | | i) Programmed vs. Non- Programmed decisions | |
| | | ii) Routine vs. Strategic decisions | |
| | | iii) Individual vs. Group decisions | |
| | | iv) Simple vs, Complex decisions | |

UNIT - V

- | | | | |
|---|----|---|-----------|
| 7 | a) | Provide the important roles of an IPR professional. | 10 |
| | b) | Discuss the impact of IPR protection on a company. | 10 |

B.M.S.C.E. - ODD SEM 2022-23