

U.S.N.								
--------	--	--	--	--	--	--	--	--

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

Autonomous Institute Affiliated to VTU

February / March 2023 Semester End Main Examinations

Programme: B.E.

Semester: V

Branch: Information Science and Engineering

Duration: 3 hrs.

Course Code: 20IS5HSEMR

Max Marks: 100

Course: Entrepreneurship, Management and IPR

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. ii) Importance of Contingency planning for an entrepreneur. 10

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
