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U.S.N.

BMS College of Engineering, Bangalore-560019

(Autonomous Institute, Affiliated to VTU, Belgaum)

October / November 2021 Supplementary Examinations

Programme: B.E.

Branch: Information Science and Engineering

Course Code: 16IS6DCEAM

Course: Entrepreneurship and Management

Semester: VI

Duration: 3 hrs.

Max Marks: 100

Date: 21.10.2021

Instruction: Answer FIVE FULL questions, choosing one from each unit.

UNIT-1

1. a) Briefly, explain the factors that influence the entry strategy for new entry exploitation. **10**
- b) Demonstrate the various stages of product planning and development process for a new idea. **10**

UNIT-2

2. a) Explain your understanding on the methods of generating ideas for an entrepreneur. **10**
- b) State the benefits of patents, trademarks and copyrights. **10**

UNIT-3

3. a) Illustrate the outline of a business plan in detail. **10**
- b) Explain the process of market segmentation to target the potential customers by an entrepreneur. **05**
- c) List the advantages and disadvantages of a Sole Proprietorship. **05**

OR

4. a) Discuss the characteristic features of the factors in three forms of business formation. **10**
- b) Analyze the Upsides and downsides of having the venture capitalists as an investor in a business. **05**
- c) Outline the characteristics of a marketing plan. **05**

UNIT-4

5. a) Mention the various skills of a manager. **05**
- b) Discuss the importance of planning. **05**
- c) Compare Strategic planning and Tactical planning. **05**
- d) List the benefits of good Corporate Governance **05**

UNIT-5

6. Describe the functions of a leader related to

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| a) | (i) setting and achieving organizational goals | 10 |
| | (ii) planning operations of the organization | |
| | (iii) symbolic figure for the group. | |
| b) | Explain the principles of effective communication. | 05 |
| c) | Discuss the key attributes of a virtual organization | 05 |

OR

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| 7. a) | Explicate the steps in the Selection procedure. | 10 |
| b) | Discuss the training methods for evaluation. | 10 |

SUPPLEMENTARY EXAMS 2021