

Question Paper

Exam Date & Time: 07-Oct-2020 (09:30 AM - 01:00 PM)



BMS COLLEGE OF ENGINEERING

Autonomous Institute Affiliated to VTU
Supplementary Semester End Main Examinations, October 2020

Entrepreneurship and Management [16IS6DCEAM]

Marks: 100

Duration: 210 mins.

Information Science and Engineering, Semester VI

Answer all the questions.

Instructions

1. Answer FIVE full questions using the given internal choice
2. Missing data, if any, may be suitably assumed.

- 1) Discriminate Entrepreneurially managed firms from traditionally managed firms. (5)
 - a)
 - b) Describe the role models and support systems that influence entrepreneur's career path. (5)
 - c) Summarize the important elements of an entrepreneurial strategy. (10)
- 2) "Innovation is the key to the economic development of any company". Justify the statement. (10)
 - a)
 - b) Explain in detail the factors that affect the entrepreneurial performance. (10)
- 3) Potential customers are targeted during the process of Market Segmentation .Explain (6)
 - a)
 - b) Asses the control elements that measures the plan process. (6)
 - c) How does the Venture Capital Process generate long term capital appreciation through debt and equity investments. (8)
- [OR]
4) Identify three corporations that are different in their legal form of organization. Specify the advantages and disadvantages of S-Corporations. (10)
 - a)
 - b) Design a business plan for a startup firm. (10)
- 5) Interpret the steps involved in Planning (10)
 - a)
 - b) Describe the characteristics of business objectives and manifest why should objectives be verifiable? (10)
- 6) Define the types of evaluation of training methods. Explain the criteria used to evaluate training programme. (10)
 - a)
 - b) "Organization charts provide a broad picture of positions of authority and their Leaderships in the organization structure " Critically examine this statement (10)
- [OR] Paraphrase the factors governing the selection of a leadership styles by a manager. (10)

7)

a)

b)

Provide the steps involved in long-term and short-term manpower planning.

(10)

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