

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

Autonomous Institute Affiliated to VTU

JAN / FEB – 2021 Grade Improvement Examinations of Even Semester

Programme: B.E.

Branch : Information Science and Engineering

Course Code: 16IS6DCEAM

Course: Entrepreneurship and Management

Semester : VI

Duration: 3 hrs.

Max Marks: 100

Date: 06.02.2021

Instructions: 1. Answer any FIVE full questions, choosing one full question from each unit.
2. Missing data, if any, may suitably assumed.

UNIT - I

- 1 a) Given the nature of entrepreneur's decision making environment, elaborate on the different scenarios of how entrepreneurs think. Provide suitable illustrations. **10**
- b) Evaluate the factors that influence the decision to enter the market. **05**
- c) Compare Managerial and Entrepreneurial decision making. **05**

UNIT - II

- 2 a) Explore the sources of new ideas. **05**
- b) Assess the types of innovation with reference to number of events and uniqueness. **05**
- c) Summarize the procedures and formalities involved in filing patent, registering the trademark, copyright protection and licensing. **10**

UNIT - III

- 3 a) Provide an outline of a Business plan. Highlight the key points in the development of business plan. **10**
- b) Identify the legal forms of business. Describe the legal features with factors associated in each of these forms. **10**

OR

- 4 a) Information for developing the marketing plan may necessitate conducting some market research. Explicate the steps involved in market research for the new venture. Also, mention the outline and characteristics of the Marketing plan. **10**
- b) What do you understand by venture capital? Discuss in terms of nature and industry, considering the types of firms. **06**

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.

- c) State the functions involved in building the management team and a successful organization culture. **04**

UNIT - IV

- 5 a) In a large organization, there are various types of plans arranged in a hierarchy. Depict the hierarchy and explicate on each type of plan in detail. **10**
- b) Distinguish between Strategic planning and Tactical planning. List the eight steps of strategic planning process. **06**
- c) Indicate the advantages and disadvantages of group decisions. **04**

UNIT - V

- 6 a) Examine the features and key attributes in the development of Network organizations and Virtual organizations. **08**
- b) Determine the basis for choice of Leadership style using situational factors. **08**
- c) Summarize the three broad types of Teams, for a successful entrepreneurship. **04**

OR

- 7 a) Illustrate the steps involved in planning to find a proper match between the future jobs and their future incumbents. **06**
- b) Interpret the training methods involved for Operatives and Managers. **08**
- c) Determine the four directions of formal communication. **06**
