

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

Autonomous Institute Affiliated to VTU

May / June 2019 Semester End Main 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: 30.05.2019

**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) Differentiate between entrepreneurial and managerial styles. 05
- b) Summarize entrepreneur background and characteristics. 10
- c) Interpret the following 05
  - i. Narrow-Scope Strategy
  - ii. Broad-Scope Strategy

## UNIT - II

- 2 a) Identify the factors that affect the international entrepreneurial decisions? 05
- b) Provide five creative problem solving methods for successful entrepreneurship. 10
- c) Define the following 05
  - i. Patents
  - ii. Trademarks
  - iii. Copyrights
  - iv. Trade Secrets
  - v. Licensing

## UNIT - III

- 3 a) Discuss detailed outline of writing business plan 10
- b) Illustrate the various stages involved in preparing market plan. 10

## OR

- 4 a) Manifest three basic legal forms of business formation in detail. 10
- b) Brief out the advantages and disadvantages of S-Corporation? 05
- c) Outline venture capital process and list the types of venture capital. 05

**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**

- |   |    |   |    |
|---|----|---|----|
| 5 | a) | Provide the significance of the word "management" in terms of different stages. | 06 |
|   | b) | List and assess the different views on social responsibility of business.       | 07 |
|   | c) | Explain the steps involved in rational decision making                          | 07 |

#### **UNIT - V**

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|---|----|---|----|
| 6 | a) | Define organization structure? Provide the differences between mechanistic and organic structure. | 06 |
|   | b) | Interpret the significant reasons for committee formation and its weakness.                       | 08 |
|   | c) | Outline the important characteristics of leadership.  | 06 |

#### **OR**

- |   |    |   |    |
|---|----|---|----|
| 7 | a) | Categorize the barriers that tend to distort communication and promote disorganization. | 10 |
|   | b) | Explicate the functions of a leader in detail.  | 10 |

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