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# **BMS College of Engineering, Bangalore-560019**

(Autonomous Institute, Affiliated to VTU, Belgaum)  
**SEP – 2021 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: 22.09.2021**

**Instruction: Answer FIVE FULL questions**

1. a) Elucidate nature and characteristics of Entrepreneurship. **10**  
b) Mention and describe the ways in which Entrepreneurs think to achieve success. **10**
2. a) What are the sources of new ideas for Entrepreneur? Brief on each. **10**  
b) Bring out and explain any 5 differences between International and Domestic business. **10**
3. a) Derive the steps involved in preparing successful market plan. **10**  
b) Analyze on business plan. Explain key elements of business plan. **10**
4. a) Brief on market research. How can you relate venture capital to market research **10**  
b) Briefly explain about how to build a management team. **10**
5. a) Define management and explain the functions of management. **10**  
b) Justify the roles of manager in detail. **10**
6. a) What is committee and explain different types of committees. **10**  
b) Define leadership and discuss the characteristics of leadership **10**
7. a) Illustrate with steps the selection procedure. **10**  
b) List the principles of effective communication? Explain any five **10**

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