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JSS MAHAVIDYAPEETHA
JSS SCIENCE AND TECHNOLOGY UNIVERSITY, MYSURU

Department of Electronics and Communication Engineering

Bachelor of Engineering Degree

VII Semester: Test 3

“Entrepreneurship and Management”

Duration: 1 Hr.

Date: 16-01-2023

Max. Marks: 20

Time: 09:30 – 10:30 am

Note:

1. Questions 1 and 2 are compulsory.
2. Answer the remaining questions by making use of internal choice appropriately.

Q. No.	CO	CD	Questions	Marks
1	2	L2	Discuss the various functions of Management	05
2	2	L2	With the aid of block diagram, explain Planning/decision making process	05
3	2	L2	Discuss various legal forms of organisations with examples	05
OR				
4	2	L2	Illustrate with examples the concept of Project planning and acquisition	05
5	3	L2	Discuss different types of intellectual property protection	05
OR				
6	3	L2	Discuss the components of techno-economic feasibility report	05

Cognitive Domains:

L1: Remember

L2: Understand

L3: Apply

L4: Analyse

L5: Evaluate

L6: Create

Course Outcome: At the end of the course the students are able to	
CO1:	Explain entrepreneurship, management and innovation with an emphasis on their evolution. Identify various institutional support for starting new business, assessment of demand and supply in potential areas of growth, opportunity identification and feasibility analysis.
CO2:	Analyse the importance of technology management with respect to organizational finance, ethics, teamwork and project planning. Investigate techno-economic feasibility of a project,
CO3:	Develop/design innovation with regard to IPR and patents in technology-oriented business.
CO4:	Demonstrate various successful entrepreneurial profiles, the startup ecosystem and new venture creations, working in teams study case examples, develop a business plan, prepare a report, and critically evaluate.

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Q. NO	Scheme of Evaluation	Marks
01	<p>Functions of management are commonly identified as leading, planning, organizing and controlling.</p> <pre> graph TD A[Management functions] --> B[Leading] A --> C[Planning] A --> D[Organizing] A --> E[Controlling] C --> F[Decision Making] </pre> <p><u>Planning</u> involves selecting missions & objectives and the actions to achieve them. Choosing future course of action from among alternatives.</p> <p><u>Organizing</u> → part of managing that involves establishing an intentional structure of roles for people to fill in enterprise.</p> <p><u>Leading</u> → influencing people to strive willingly and enthusiastically toward the achievement of organization and group goals. It has to do predominantly with the interpersonal aspect of managing.</p> <p><u>Controlling</u>:- It is the measuring and correcting of activities of subordinates to ensure that events conform to plans.</p>	<p style="text-align: right;">3M</p> <p style="text-align: right;">4M</p> <p style="text-align: right;">5M</p>

Q. NO	Scheme of Evaluation	Marks
Q.2	<pre> graph TD A[Recognize the problem or opportunity] --> B[Define problem, Specify premises and constraints] B --> C[Formulate value (decision) model] B --> D[Gather information] D --> E[Formulate/develop alternatives] E --> F[Evaluate alternatives] C --> F F --> G[Implement best alternative] G --> H[Follow up and review effectiveness] H --> A </pre>	2m
	<p>* Once a problem is recognized, the nature of the desired solution must be defined carefully in terms consistent with the overall objectives and strategy of the organization.</p> <p>* planning provides a method of identifying objectives and designing a sequence of programs and activities to achieve these objectives.</p> <p>* The constraints or limitations bounding the solution must be defined.</p>	3m
Q.3	<p><u>Legal forms of organization.</u></p> <p>(a) <u>The sole proprietorship</u> → It is a business owned and operated by one person.</p> <p>It is simple to organize and do start down, has few legal restrictions, and the owner is free to make all decisions. → Example.</p>	4m

Q. NO	Scheme of Evaluation	Marks
	<p><u>The partnership</u>:- It is an association of two or more partners to carry on as Co-owners of a business for profit. → Examples.</p> <p><u>A limited liability company (LLC)</u>:- It is a relatively new business structure allowed by state statute, owners called members have limited personal liability for the debts and actions of the LLC</p> <p><u>Corporations</u>:- Legal entities owned by shareholders, who in general have no liability beyond loss of the value of their stock.</p> <p><u>Co-operatives</u>:- are a special type of organization owned by users or customers, to whom earnings are usually distributed tax free in proportion to patronage.</p>	<p>→ 1m</p> <p>→ 1m</p> <p>→ 1m</p> <p>→ 1m</p> <p>→ 5 marks</p>
<04>	<pre> graph TD A[/Identify new business opportunity/] --> B((Preliminary bid decision)) B --> C[Assess and plan the new business acquisition] C --> D[Develop the new opportunity] D --> E((Bid decision)) E --> F((RFP)) C --> G[Preliminary requirements analysis Competitive assessment Resource allocation Preliminary win strategy Acquisition planning Management decision] D --> H[Significant customer contract Obtain & analyze requirement Develop project baseline Establish R & D program Build favorable image Establish project organization] F --> I[/Win/] I --> J[Negotiate Contract] J --> K[Develop Proposal & pricing] </pre>	<p>→ 3m</p> <p>→ 2m</p> <p>→ 5 Marks</p>
<05>	<p>There are four types of Intellectual property protection</p> <p>(a) <u>Trade secrets</u>:- refer to specific private information i.e., important to a business because it gives the business a competitive advantage into its market place.</p> <p>(b) <u>Patents</u>:- It is a type of limited - duration protection that can be used to protect inventions (or discoveries) that</p>	<p>→ 2m</p>

Q. NO	Scheme of Evaluation	Marks
	<p>are new, non-obvious, and useful, such a new process, machine, article of manufacture, or composition of matter.</p> <p><u>Copyrights</u>:- It is a type of IP that protects original works of authorship, includes literary works, music, art</p> <p><u>Trade marks</u>:- refer to phrases, words or symbols that distinguish the source of a product or services of one party from another.</p>	<p>3m</p> <p>5 Marks</p>
(6)	<p>Techno-Economic feasibility refers to the estimation of project demand potential and choice of optimal technology.</p> <ul style="list-style-type: none"> * Analysers on the existing market and technology. * The choice of technology itself will be based on the demand potential in project design * Components of Project Feasibility report. <ol style="list-style-type: none"> (1) Project scope (2) Analyzing the present situation (3) The necessities (4) Evaluation (5) Review * The techno-economic Feasibility study comprises. <ol style="list-style-type: none"> (1) projected future sales revenue (2) Quality and quantity of the raw materials (3) plant siting, location & Infrastructure (4) Requirement of manpower and its costing (5) Funds & investments (6) Estimation of operational cost. (7) Risk & mitigation. 	<p>2m</p> <p>3m</p> <p>5 Marks</p>

Name & Signature of the Paper Setter:

Prof. Thyagaraja Murthy

Prof. Rohith M N

Rohith

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