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P.E.S. College of Engineering, Mandya - 571 401

(An Autonomous Institution affiliated to VTU, Belgaum)

Fifth Semester, B.E. - Computer Science and Engineering

Semester End Examination; Dec - 2016/Jan - 2017

Management Entrepreneurship and IPR

Time: 3 hrs

Max. Marks: 100

Note: Answer FIVE full questions selecting ONE full question from each unit.

UNIT - I

- 1 a. Define management. Explain the various skills a manager should process. 8
- b. Explain the principles of scientific management according to Taylor. 7
- c. Differentiate between management and administration. 5
- 2 a. Explain different roles of management. 6
- b. Explain principles of administrative management. 6
- c. Explain modern management approaches. 8

UNIT - II

- 3 a. Explain the importance of planning. 8
- b. Differentiate between strategic planning and tactical planning. 5
- c. Discuss the principles of organization. 7
- 4 a. Explain the various characteristics of objectives. 10
- b. Explain the various factors governing the span of management. 10

UNIT - III

- 5 a. Discuss the characteristics of motivation. 8
- b. Define controlling and explain the steps in controlling and also explain the essentials of sound control system. 12
- 6 a. Discuss the requirements of effective direction. 10
- b. Explain Maslow's need hierarchy theory. 10

UNIT - IV

- 7 a. Discuss the primary functions of an entrepreneur. 8
- b. Discuss the different types of entrepreneur. 12
- 8 a. Explain the different stages in entrepreneurial process. 10
- b. Explain the concept of characteristics of entrepreneurship. 10

UNIT - V

- 9 a. What is meant by intellectual property? Explain the concepts of IPR. 10
- b. Explain WIPO and TRIPS agreement. 10
- 10 a. Explain different forms of IP protection. 10
- b. Explain the patent system and law in national and international scenario. 10