



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

(An Autonomous Institution affiliated to VTU, Belagavi)

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

Semester End Examination; May/June - 2018

Entrepreneurship Management and IPR

Time: 3 hrs

Max. Marks: 100

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

UNIT - I

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|------|---|----|
| 1 a. | Is management Science or Art? Discuss. | 10 |
| | b. Who proposed the principles of management? Briefly explain the 14 principles of management. | 10 |
| 2 a. | Discuss primary and secondary managerial skills. | 10 |
| | b. Compare and contrast early classical approach, Neo classical approach and modern approaches to management thought. | 10 |

UNIT - II

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|------|---|----|
| 3 a. | Define planning. Why is planning called primary managerial activity? What does it involve? Discuss. | 10 |
| | b. What is the purpose of planning? What are its benefits? Explain. | 10 |
| 4 a. | Discuss the nature of organization. | 8 |
| | b. Differentiate different types of organization structure. | 12 |

UNIT - III

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|------|---|----|
| 5 a. | Describe the elements of effective direction and functions of supervision. | 10 |
| | b. Discuss theories of motivation. | 10 |
| 6 a. | Describe controlling as a management function. | 8 |
| | b. What are the best controls in organization? Explain types of control in brief. | 12 |

UNIT - IV

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|------|---|----|
| 7 a. | Differentiate between Entrepreneur and Entrepreneurship. What are the characteristics of an Entrepreneur? | 10 |
| | b. Discuss different types of Entrepreneurs in brief. | 10 |
| 8 a. | What is the role of entrepreneurs in economic development of India? Identify any three key players and discuss. | 10 |
| | b. Discuss the barriers in Entrepreneurship. | 10 |

UNIT - V

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| 9 a. | What is Intellectual Property? Explain the major types of IP. | 10 |
| | b. What is patent? When is an invention patentable? What is the life and duration of patent? Discuss. | 10 |
| 10a. | Differentiate between Trademark and Copyright. | 10 |
| | b. Explain TRIPS and WIPO agreement. | 10 |