



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 - 2019

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. | Define management. List out its nature and characteristics. | 5 |
| | b. What is the scope of management? Is the management art / science / profession? Justify your answer. | 10 |
| | c. List and explain the levels of management. | 5 |
| 2 a. | List and explain the four modern management approaches. | 10 |
| | b. List and explain the roles of manager. | 6 |
| | c. What are the objectives of scientific management? | 4 |

UNIT - II

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|------|---|----|
| 3 a. | What is planning? List and explain the importance of planning. | 10 |
| | b. Write the differences between Strategic and Tactical planning. | 6 |
| | c. Write the differences between policy and procedure. | 4 |
| 4 a. | Briefly explain the principles of organization. | 10 |
| | b. List and explain the types of committees. | 6 |
| | c. What are the advantages and disadvantages of committees? | 4 |

UNIT - III

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|------|---|----|
| 5 a. | Define direction. List and explain the principles of directions. | 10 |
| | b. Define motivation. List and explain the characteristics of motivation. | 10 |
| 6 a. | Define control process. List and explain the steps in control process. | 10 |
| | b. List and explain the methods of establishing control. | 10 |

UNIT - IV

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|------|--|----|
| 7 a. | Who is an entrepreneur? List and explain the characteristics and qualities of an entrepreneur. | 10 |
| | b. List and explain the functions of an entrepreneur. | 10 |
| 8 a. | Explain the various stages in entrepreneurial process. | 10 |
| | b. What are the characteristics of entrepreneurship? | 6 |
| | c. List out the different barriers of entrepreneurship. | 4 |

UNIT - V

- 9 a. What is the meaning of Intellectual Property (IP) and Intellectual Property Rights (IPR)? 4
- b. Briefly explain the following :
 - i) Patent ii) Copyright 12
 - iii) Trademark iv) Trade secrets
 - v) Traditional knowledge vi) Geographical Indication
- c. What is the importance of IP protection? 4
- 10 a. What is WIPO? What are the roles and functions of WIPO? 6
- b. List different International treaties / conventions on IPR. Explain any two. 14

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