



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

(An Autonomous Institution affiliated to VTU, Belagavi)

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

Semester End Examination; February / March - 2022

Management Entrepreneurship and IPR

Time: 3 hrs

Max. Marks: 100

Course Outcomes

The Students will be able to:

CO1- Describe the basic principles and concepts of management.

CO2- Distinguish different plans and List steps in Planning.

CO3- Interpret the concept of directing and controlling.

CO4- Demonstrate the meaning, functions, types and role of Entrepreneur and describe various industrial supports.

CO5- Explain in detail about small scale industries and prepare the project report.

Note: I) PART - A is compulsory. **Two** marks for each question.

II) PART - B: Answer any **Two** sub questions (from a, b, c) for Maximum of **18 marks** from each unit.

Q. No.	Questions	Marks	BLs	COs	POs
I : PART - A		10			
I a.	Give difference between administration and management.	2	L2	CO1	PO1
b.	Give difference between strategic and tactical planning.	2	L2	CO2	PO1
c.	Give relationship between morale and productivity.	2	L2	CO3	PO1
d.	Give difference between intrapreneurs, entrepreneurs and managers.	2	L2	CO4	PO1
e.	List out the advantages of SSIs.	2	L2	CO4	PO1
II : PART - B		90			
UNIT - I		18			
1 a.	Define management. Is management a science, art or profession? Justify.	9	L1,L2	CO1	PO1
b.	Describe the three important roles played by a manager.	9	L2	CO1	PO1
c.	Discuss the principle of management as a guideline to the process of management practice.	9	L2	CO1	PO1
UNIT - II		18			
2 a.	Explain the steps generally involved in planning.	9	L2	CO2	PO1
b.	Define planning. Explain the principles of organizing.	9	L1,L2	CO2	PO1
c.	Explain the factors governing the span of management in detail.	9	L2	CO2	PO1
UNIT - III		18			
3 a.	Explain Maslow's theory of hierarchy with merits and demerits in detail.	9	L2	CO3	PO2
b.	Define controlling. Explain methods of establishing control in detail.	9	L2	CO3	PO2
c.	Explain essentials of a sound control system in detail.	9	L2	CO3	PO2

UNIT - IV**18**

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|--|---|----|-----|-----|
| 4 a. Describe stages in entrepreneurial process in detail. | 9 | L2 | CO4 | PO1 |
| b. Explain the functions of an entrepreneur in detail. | 9 | L2 | CO4 | PO1 |
| c. Explain the following: | | | | |
| i) Qualities of an entrepreneur | 9 | L2 | CO4 | PO1 |
| ii) Characteristics of entrepreneurship | | | | |

UNIT - V**18**

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|--|---|----|-----|-----|
| 5 a. Discuss general agreement on tariffs and trade / world trade organization in detail. | 9 | L2 | CO5 | PO3 |
| b. Explain some of the important characteristics of a SSI with various steps involved in starting a SSI. | 9 | L2 | CO5 | PO3 |
| c. Explain supporting agencies of government for SSI in detail. | 9 | L2 | CO5 | PO3 |

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