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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. - 2015

Management Entrepreneurship 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. Explain the different functions of management. | 8 |
| | b. Explain the various skills a manager should possess. | 6 |
| | c. Differentiate between management and administration. | 6 |
| 2 a. | Explain the principles of scientific management according to Taylor. | 8 |
| | b. Explain the important features of bureaucratic administration. | 6 |
| | c. Explain any three experiments of human relation movement. | 6 |

UNIT - II

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|------|---|----|
| 3 a. | Explain the four reasons for the importance of planning. | 10 |
| | b. Explain the various characteristics of objectives. | 10 |
| 4 a. | Explain the various factors governing the span of management. | 8 |
| | b. Explain the principles of organizing. | 12 |

UNIT - III

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|------|---|----|
| 5 a. | Explain the requirements of effective direction. | 10 |
| | b. Explain Maslow's need hierarchy theory. | 10 |
| 6 a. | Define controlling. Explain the three steps in control process. | 8 |
| | b. Explain the essentials of a sound control system. | 12 |

UNIT - IV

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|------|---|----|
| 7 a. | Define an entrepreneur. Explain the qualities of an entrepreneur. | 10 |
| | b. Explain the functions of an entrepreneur. | 10 |
| 8 a. | Explain the stages in entrepreneurial process. | 10 |
| | b. Explain the characteristics of entrepreneurship process. | 10 |

UNIT - V

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