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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

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|---|----|
| 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

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|--|----|
| 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

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|--|----|
| 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 |