Printed Page:- **Subject Code:- BCSBS0405**
Roll. No:

NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA
(An Autonomous Institute Affiliated to AKTU, Lucknow)
B.Tech
SEM: IV - THEORY EXAMINATION (20.....- 20.....)
Subject: Introduction to Innovation, IP Management & Entrepreneurship
Time: 2 Hours **Max. Marks: 50**

General Instructions:
IMP: *Verify that you have received the question paper with the correct course, code, branch etc.*
1. *This Question paper comprises of* ***three Sections -A, B, & C.*** *It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.*
2. *Maximum marks for each question are indicated on right -hand side of each question.*
3. *Illustrate your answers with neat sketches wherever necessary.*
4. *Assume suitable data if necessary.*
5. *Preferably, write the answers in sequential order.*
6. *No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.*

SECTION-A 15

1. Attempt all parts:-

1-a. Process innovation refers to: (CO1, K1) 1
(a) The development of a new service.
(b) The development of a new product.
(c) The implementation of a new or improved production method.
(d) The development of new products or services.

1-b. Before you can determine if a new venture is feasible, you must prepare______. (CO2, K1) 1
(a) Employees
(b) Taxes
(c) The office
(d) A business plan

1-c. According to Schumpeter, innovative entrepreneurs would: (CO3, K1) 1
(a) Thrive in the market
(b) Not survive and disappear from the market.
(c) Get absorbed within larger innovative businesses
(d) Get absorbed within non-innovative businesses

1-d. A mortgage is a ____. (CO4, K1) 1
(a) Business loan
(b) Car loan

(c) Home loan

(d) Education loan

1-e. _____ is the first step in IP management. (CO5, K1) 1

(a) Identifying and evaluating potential intellectual property

(b) Filing for patent protection

(c) Commercializing the intellectual property

(d) Licensing the intellectual property

2. Attempt all parts:-

2.a. Define Technological Innovation. (CO1, K1) 2

2.b. Explain disadvantage of Open innovation. (CO2, K1) 2

2.c. Explain Cost-Based Approach. (CO3, K1) 2

2.d. Explain Cost projections. (CO4, K1) 2

2.e. Define trade secret. (CO5, K1) 2

SECTION-B 15

3. Answer any <u>three</u> of the following:-

3-a. Explain some of the main barriers to innovation and how can they be overcome. (CO1, K2) 5

3-b. Discuss the role of innovation in expansion of existing business. (CO2, K2) 5

3.c. Bring out the concept of entrepreneurship. Explain the stages of entrepreneurial process in detail. (CO3, K2) 5

3.d. Write a detailed note on monitoring and evaluation of small business along with its methods and tools. (CO4, K1) 5

3.e. Enumerate the term of Copyright for various categories of work as provided in Copyright Act. (CO5, K2) 5

SECTION-C 20

4. Answer any <u>one</u> of the following:-

4-a. Share your understanding on different types of innovation. (CO1, K2) 4

4-b. Construct the ability to innovate at workplace. (CO1, K5) 4

5. Answer any <u>one</u> of the following:-

5-a. Explain the different types of Open Innovation in the market. (CO2, K2) 4

5-b. Explain life-cycle of products and services. (CO2, K3) 4

6. Answer any <u>one</u> of the following:-

6-a. Differentiate between internal expansion and external expansion into a business. (CO3, K2) 4

6-b. Discuss various application of IPR in innovation of a product or services. (CO3, K2) 4

7. Answer any <u>one</u> of the following:-

7-a. Explain the uses of venture debt. (CO4, K2) 4

7-b.	Discuss any two schemes of Government for financing entrepreneurs. (CO4, K2)	4

8. Answer any <u>one</u> of the following:-

8-a.	Define the steps to protect geographical indication. (CO5, K1)	4
8-b.	Define various types of intellectual property. (CO5, K1)	4

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