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**NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA****(An Autonomous Institute Affiliated to AKTU, Lucknow)****B.Tech****SEM: IV - THEORY EXAMINATION (2022-2023)****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. NASSCOM foundation along with which of the following has launched the 'Innovate for accessible India' campaign to empower persons with disabilities. 1  
(CO1)
- (a) Microsoft India
  - (b) Google India
  - (c) IBM India
  - (d) Tata Consultancy Services
- 1-b. Most entrepreneurs should be categorized as \_\_\_\_\_. (CO2) 1
- (a) Inventors
  - (b) Innovators
  - (c) lucky
  - (d) Wealthy
- 1-c. \_\_\_\_\_ following attitudes is not generally associated with successful entrepreneurship: (CO3) 1
- (a) Competition and co-operation

- (b) Desire to influence others
  - (c) Innovation and product improvement
  - (d) Status quo in business
- 1-d. Seed capital assistance is \_\_\_\_\_. (CO4) 1
- (a) A long-term assistance
  - (b) Initial assistance
  - (c) A help for the purchase of seeds
  - (d) A short-term assistance
- 1-e. The abbreviation IP denotes \_\_\_\_\_. (CO5) 1
- (a) Intellectual people
  - (b) Intellectual property
  - (c) Intangible product
  - (d) All of these

**2. Attempt all parts:-**

- 2.a. Explain the two classical models of innovation. (CO1) 2
- 2.b. Assume a product or service and comment on its innovativeness. (CO2) 2
- 2.c. Define the meaning of Entrepreneurship. (CO3) 2
- 2.d. Explain equity capital. (CO4) 2
- 2.e. Define international entrepreneurship. (CO5) 2

**SECTION B**

**15**

**3. Answer any three of the following:-**

- 3-a. Explain some of the main barriers to innovation and how can they be overcome. (CO1) 5
- 3-b. Explain the potential risks and challenges associated with creating and launching your product/service. (CO2) 5
- 3-c. Explain Entry Strategies of Opportunity for a business with suitable examples. (CO3) 5
- 3-d. Describe different types of Debts which entrepreneurs use in startups. (CO4) 5
- 3.e. Define the term industrial design with the help of suitable example. (CO5) 5

**SECTION C**

**20**

**4. Answer any one of the following:-**

- 4-a. Explain the factors contributing to successful technological innovation. (CO1) 4
- 4-b. Briefly explain each step in new product innovation process. (CO1) 4

**5. Answer any one of the following:-**

- 5-a. Explain long-term vision for the future of your product/service. (CO2) 4
- 5-b. Explain different level of Inclusion. (CO2) 4

**6. Answer any one of the following:-**

- 6-a. Define innovating entrepreneur. (CO3) 4
- 6-b. "Inventions are the bedrock of innovation". Elaborate. (CO3) 4

**7. Answer any one of the following:-**

- 7-a. Differentiate between international versus domestic entrepreneurship. (CO4) 4
- 7-b. Explain the uses of venture debt. (CO4) 4

**8. Answer any one of the following:-**

- 8-a. Discuss risks associated with licensing intellectual property rights. (CO5) 4
- 8-b. Define the international context of IPR with some examples. (CO5) 4

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