

BACHELOR OF TECHNOLOGY (CBCS - 2023)
B. Tech. Sem-IV Computer Science & Business Systems : SUMMER : 2025
SUBJECT: INTRODUCTION TO INNOVATION, IP MANAGEMENT &
ENTREPRENEURSHIP

Day : Friday
Date : 23/05/2025

S-29287-2025

Time : 10:00 AM-01:00 PM
Max. Marks : 60

NB :

1. Assume suitable data, if necessary.
2. Draw neat labelled diagrams WHEREVER necessary.
3. Figures to the right indicate FULL marks for the question.
4. All questions are COMPULSORY.

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|-----------|---|------|
| Q. 1 | Compare between Knowledge push vs. need pull innovations. | (10) |
| OR | | |
| Q. 1 | What is innovation, and why is it essential for the long-term success of an organization? | (10) |
| Q. 2 | In what ways can innovation be leveraged as a foundation for starting and scaling a new business venture? | (10) |
| OR | | |
| Q. 2 | How can businesses effectively manage the process of developing new products and services from idea generation to market launch? | (10) |
| Q. 3 | How can businesses use Intellectual Property Rights (IPR) to protect innovations and maintain a sustainable competitive advantage? | (10) |
| OR | | |
| Q. 3 | How does an entrepreneur recognize and evaluate opportunities in a dynamic market environment? | (10) |
| Q. 4 | How does venture capital differ from debt financing, and what are the advantages and disadvantages of each for entrepreneurs? | (10) |
| OR | | |
| Q. 4 | What alternative forms of financing (besides debt and venture capital) are available to entrepreneurs, and in what situations might they be most appropriate? | (10) |
| Q. 5 | Explain the use of IPR in marketing considering appropriate example. | (10) |
| OR | | |
| Q. 5 | Describe the IP Life-Cycle in detail. | (10) |
| Q. 6 | Explain the concept of Trademark. List 5 examples of it. | (10) |
| OR | | |
| Q. 6 | What Is Industrial Design? How to protect them. | (10) |
