

**BACHELOR OF TECHNOLOGY (CBCS) (2021-COURSE)**  
**B. Tech. Sem - IV Computer Science & Business Systems : WINTER : 2023**  
**SUBJECT : INTRODUCTION TO INNOVATION, IP MANAGEMENT &**  
**ENTREPRENEURSHIP**

Day : Wednesday

Date : 22-11-2023

Time : 02:30 PM-05:30 PM

Max. Marks : 60

**W-24157-2023**

**N.B.**

- 1) All questions are **COMPULSORY**.
- 2) Figures to the right indicate **FULL** marks.

- Q.1** Explain IP rights in the context of Innovation and Entrepreneurship? (10)
- OR**
- Q.1** What is Innovation? Explain sources of Innovation? (10)
- Q.2** Discuss Radical Innovation? (10)
- OR**
- Q.2** Why Innovation so important to Organization? (10)
- Q.3** What are the factors affecting Innovation Entrepreneurship? (10)
- OR**
- Q.3** How do you measure progress on new Ideas? (10)
- Q.4** Explain concept of IP management use in marketing? (10)
- OR**
- Q.4** Design a product positioning statement for a car of your choice? (10)
- Q.5** Explain merits and demerits of IPR? (10)
- OR**
- Q.5** Write short note on patent? (10)
- Q.6** What is IPR? Explain different type of IPR? (10)
- OR**
- Q.6** Describe Intellectual Property Risk Management? (10)

\* \* \*