

BACHELOR OF TECHNOLOGY (CBCS) (2021-COURSE)
B. Tech. Sem - IV Computer Science & Business Systems : WINTER: 2025
SUBJECT: INTRODUCTION TO INNOVATION, IP MANAGEMENT &
ENTREPRENEURSHIP

Day : Thursday
Date : 27/11/2025

W-24157-2025

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

N. B.

- 1) All Questions are **COMPULSORY**.
- 2) Figures to the **RIGHT** indicate **FULL** marks.
- 3) Use of non- programmable calculator is allowed
- 4) Assume suitable data **WHEREVER** necessary

-
- Q. 1 Define innovation. List & elaborate any four sources of innovation. (10)
- OR
- Q. 1 Explain how customer feedback can influence innovation. (10)
- Q. 2 Describe the Stagegate process for new product development. (10)
- OR
- Q. 2 Compare the solo approach versus cooperation in innovation. (10)
- Q. 3 Describe the process of opportunity recognition in entrepreneurship. (10)
- OR
- Q. 3 Summarize the entry strategies for new ventures. (10)
- Q. 4 Explain the different stages of financing for a new venture. (10)
- OR
- Q. 4 Compare equity financing and debt financing. (10)
- Q. 5 Explain the role of IPR in the Indian and international context. (10)
- OR
- Q. 5 Describe in brief the concept of Intellectual property (IP) management. (10)
- Q. 6 Explain the role of trademarks in marketing and how they contribute to a brand's identity. (10)
- OR
- Q. 6 Write a short note: (10)
- a) Trade Secret
 - b) Geographical Indications
 - c) TRIPS agreement
 - d) Copyrights

* * * * *