

BACHELOR OF TECHNOLOGY (CBCS) (2021-COURSE)
B. Tech. Sem - IV COMPUTER SCIENCE & BUSINESS SYSTEM : WINTER : 2024
SUBJECT: INTRODUCTION TO INNOVATION, IP MANAGEMENT &
ENTREPRENEURSHIP

Day : Monday
Date : 25/11/2024

W-24157-2024

Time : 02:30 PM-05:30 PM
Max. Marks : 60

N.B.

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

- Q.1 How Innovation is related to Entrepreneurship? (10)
- OR**
- Q.1 What are different types of Innovation? Explain each with the help of example? (10)
- Q.2 Explain use of Innovation for starting new venture. ? (10)
- OR**
- Q.2 Discuss the challenges in Innovation during offering development and communication? (10)
- Q.3 Explain qualities of good Entrepreneur? (10)
- OR**
- Q.3 How do you encourage Innovation in the company? (10)
- Q.4 What is Market Research? Explain the methods of Market Research? (10)
- OR**
- Q.4 Explain the stages of Financing? (10)
- Q.5 With example explain different forms of Intellectual Property? (10)
- OR**
- Q.5 What is ventures capital? Explain merits and demerits of venture capital? (10)
- Q.6 What is Trademark? Explain use of Trademark in marketing? (10)
- OR**
- Q.6 Explain the term Geographical Indications? (10)

* * *