

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

Day : Friday
Date : 21/11/2025

W-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.

- Q. 1 Mention one recent example of innovation in our industry, and explain why was it important for the company's competitive advantage. (10)
- OR**
- Q. 1 Differentiate between Knowledge push vs. need pull innovation with 5 parameters. (10)
- Q. 2 How can organizations foster a culture of innovation to ensure that all employees contribute to the continuous development of new ideas and solutions? (10)
- OR**
- Q. 2 In what ways can companies exploit open innovation and collaboration to accelerate their innovation outcomes? (10)
- Q. 3 How can intellectual property rights (IPR) be leveraged to protect innovation and strengthen a firm's competitive position? (10)
- OR**
- Q. 3 In what ways can entrepreneurship be viewed and practiced as a distinct style of management within organizations? (10)
- Q. 4 Short Note on - Debt Capital and Venture Capital. (10)
- OR**
- Q. 4 How do financial projections play a critical role in the success of an entrepreneurial venture. (10)
- Q. 5 How has the concept of Intellectual Property Rights evolved in India, and what are the key milestones in its development in the country? (10)
- OR**
- Q. 5 Explain the IP Life-cycle in detail. (10)
- Q. 6 Explain the steps for protecting the Industrial Designs. (10)
- OR**
- Q. 6 What is a Geographical Indication (GI), and why is it important to protect GIs. (10)
