

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

Day : Thursday
Date : 29/05/2025

S-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 Compare incremental and radical innovation. (10)

OR

Q. 1 What are the key sources of innovation ideas? Explain each source. (10)

Q. 2 Explain the 5 stage high involvement innovation model. (10)

OR

Q. 2 Enlist and elaborate the factors that influence product success or failure. (10)

Q. 3 What is Entrepreneurship? List out and explain the characteristics of a successful Entrepreneur. (10)

OR

Q. 3 Explain the role of intellectual property in the entrepreneurial process of creating new ventures. (10)

Q. 4 What are the different stages of financing that a startup goes through? Illustrate with examples. (10)

OR

Q. 4 Differentiate between debt and equity financing for entrepreneurial ventures. (10)

Q. 5 Explain how IPR can be a tool for competitive advantage. (10)

OR

Q. 5 Explain the concept of licensing intellectual properties and how it generates revenues. (10)

Q. 6 What is Geographical Indications (GI)? Clarify the purpose of geographical indications. (10)

OR

Q. 6 Give examples of major court battles between companies regarding patent/copyright violations. (10)

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