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Question Paper Code: U4C04

B.E. / B.Tech. DEGREE EXAMINATION, APRIL 2024

Fourth Semester

Computer Science and Business Systems

21UCB404 - INTRODUCTION TO INNOVATION IP MANAGEMENT AND
ENTREPRENEURSHIP

(Regulations 2021)

Duration: Three hours

Maximum: 100 Marks

Answer All Questions

PART A - (10 x 1 = 10 Marks)

- Which of these is not a type of entrepreneurship? CO1- U
(a) Small business entrepreneurship (b) Scalable entrepreneurship
(c) Large scale entrepreneurship (d) Intrapreneurship
- _____ shows the process of creating something new. CO1- U
(a) Innovation (b) Business model (c) Modeling (d) Creative flexibility
- An entrepreneur who is the owner of more than one business is called: CO1- U
(a) Portfolio Entrepreneur (b) Intrapreneur
(c) Corporate Entrepreneur (d) None of the above
- The process of creating something new is called CO1- U
(a) Creative flexibility (b) Management (c) Business (d) Innovation
- Which of the following is NOT a type of intellectual property protection? CO1- U
(a) Trademark (b) Patent (c) Monopoly (d) Copyright
- What is the duration of protection typically provided by a patent? CO1- U
(a) 5 year (b) 10 years (c) 20 years (d) Lifetime

7. A Micro Enterprise is an enterprise where investment in plant and machinery does not exceed (According to MSMED Act, 2006)_____ CO1- U
 (a) Rs. 25 Lakh (b) Rs. 20 Lakh (c) Rs. 15 Lakh D)Rs30 Lakh
8. What should be the main worry of a company's founder who asks for capital in exchange for equity shares in their venture? CO1-U
 (a) Valuation (b) Control (c) Capitalisation (d) Legal formalities
9. The use of informal networks by entrepreneurs to gather information is known as CO1- U
 (a) Secondary research (b) Entrepreneurial networking.
 (c) Informal parameters. d) Marketing
10. Which of the following is the reason for business failure CO1- U
 (a) Lack of market research. (b) Poor financial control.
 (c) Poor management. d) All the above.

PART – B (5 x 2= 10 Marks)

11. Why is innovation so difficult? CO1-U
12. Distinguish between Small and large enterprise. CO1-U
13. What are common methods used for IP valuation, and can you provide examples? CO1-U
14. Define Entrepreneurial personality. CO1-U
15. Write short notes on MSME business. CO1-U

PART – C (5 x 16= 80 Marks)

16. (a) Imagine you are a product designer working for a tech company. How would you develop a strategy to protect your company's innovative designs through intellectual property rights? CO2-App (16)
- Or
- (b) Suppose you are a software developer creating a new mobile application. Discuss the importance of patenting software innovations and the challenges associated with obtaining software patents. CO2-App (16)

17. (a) Explain in detail about Technology innovation. CO1-U (16)
Or
(b) Discuss the key drivers, benefits, and challenges associated with co-innovation. CO1-U (16)
18. (a) You are an entrepreneur launching a new startup. Discuss the role of intellectual property in attracting investors and securing funding for your business, and propose strategies for leveraging intellectual property assets to enhance the valuation of your startup. CO2-App (16)
Or
(b) Suppose you are an inventor developing a novel technology. Explain the process of filing a utility patent to protect your invention and discuss the criteria for patentability. CO2-App (16)
19. (a) Explain in detail about customer pain points in entrepreneurship. CO1-U (16)
Or
(b) Who is the ideal target audience for your product or service? CO1-U (16)
20. (a) What are the distinct characteristics and roles associated with various types of entrepreneurs, including serial entrepreneurs, lifestyle entrepreneurs, social entrepreneurs, and corporate entrepreneurs? How do their approaches and motivations differ in driving innovation and business ventures? CO1-U (16)
Or
(b) Discuss in detail the different types of entrepreneurs, exploring their roles, characteristics, and contributions to the business ecosystem. CO1-U (16)

