Reg. No. : | | | | | | | | | | | | |

Question Paper Code: R4D05

B.E./B.Tech. DEGREE EXAMINATION, APRIL / MAY 2025

Fourth Semester

Computer Science and Business systems

R21UCB405- INTRODUCTION TO INNOVATION IP MANAGEMENT AND ENTREPRENEURSHIP

(Regulations R2021)

Duration: Three hours — Maximum: 100 Marks

Answer ALL Questions

PART A - (10 x 2 = 20 Marks)

1.	Write short notes on the main types of intellectual property rights, and why they are important?	CO1- U
2.	Explain the Innovation.	CO1- U
3.	Compare Co-Innovation and Open Innovation.	CO1- U
4.	Can you give an example of a recent technological innovation.	CO1- U
5.	Outline the lifecycle of intellectual property from creation to monetization.	CO1- U
6.	Write short notes on Copy Rights.	CO1- U
7.	Compare product positioning and pricing with example.	CO1- U
8.	State the characteristics of entrepreneurship.	CO1- U
9.	State the Role of Women Entrepreneurship in India.	CO1- U
10.	Justify how science and technology cause social change.	CO1- U

PART – B (5 x 16= 80 Marks)

11.	(a)	Apply the task with the CEO of a company in the automotive industry, and you are facing pressure due to emerging electric vehicle (EV) technology, shifting consumer preferences, and increasing environmental regulations. How would you apply different types of innovation to respond to these challenges and stay competitive in the market?	CO2- App	(16)

Or

	(b)	Apply the task you are the founder of a women-focused startup that provides a platform for women entrepreneurs to connect, collaborate, and access funding. Based on the common challenges faced by women in entrepreneurship, design a strategy that could address three specific challenges (such as limited access to funding, work-life balance, and lack of mentorship) for your platform's users. Provide a detailed explanation of how your platform would mitigate these challenges and support women entrepreneurs effectively.	CO2- App	(16)
12.	(a)	Explain in detail about Technology innovation.	CO1- U	(16)
		Or		
	(b)	Explain the challenges faced by women entrepreneurship.	CO1- U	(16)
13.	(a)	Apply to the technology company holds several patents on innovative software algorithms that have not been commercialized yet. The company is in negotiations to sell these patents to a larger tech firm. The larger firm is interested in knowing the potential future earnings of the patents if they are successfully commercialized. Given the nature of the technology, the estimated future revenue from the patents is projected at $5 million per year for the next 10 years. The risk-adjusted discount rate is 10%. Calculate the net present value (NPV) of the patents.	CO2- App	(16)
		Or		
	(b)	Apply the role of government policies and innovation ecosystems in fostering IP creation.	CO2- App	(16)
14.	(a)	Apply a Go-to-Market (GTM) strategy for the product launch, addressing and explain, (i) Key marketing channels (e.g., social media, partnerships, trade shows). (ii) Distribution strategy (direct-to-consumer, retail partnerships, or online platforms). (iii) Metrics to evaluate GTM effectiveness (e.g., customer acquisition cost, conversion rates).	CO2- App	(16)
		Or		

	(b)	Apply the innovation potential of your product by (i) Highlighting the technological uniqueness compared to competitors. (ii) Conducting a patentability analysis (e.g., utility, novelty, non-obviousness).	CO2- App	(16)
15.	(a)	Describe the types of Entrepreneurs? Which one do you think most suitable for India?	CO1- U	(16)
		Or		
	(b)	Examine the importance of market segmentation for startups.	CO1- U	(16)