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Question Paper Code: U4C04

B.E. / B.Tech. DEGREE EXAMINATION, NOV 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)

1. Industry analysis should include information on _____. CO1 -U
(a) Market size of competitor's product (b) Growth rate of suppliers
(c) New product entry (d) Economic conditions
2. _____ shows the process of creating something new. CO1 -U
(a) Innovation (b) Business model (c) Modeling (d) Creative flexibility
3. Entrepreneurs are motivated by _____. CO1 -U
(a) money (b) personal values (c) pull influences (d) All the above
4. Social attitude is one of the important problems of a _____ Entrepreneur CO1 -U
(a) Drone. (b) Business. (c) Women. (d) Adaptive
5. How can individuals or organizations protect their trade secrets? CO1 -U
(a) By disclosing them publicly (b) By obtaining a patent
(c) By implementing confidentiality measures (d) By avoiding innovation
6. 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. As a business grows, time management continues to be an issue, but the entrepreneur's major concern usually becomes CO1 -U
- (a) Setting goals (b) Finding, retaining, and motivating qualified employees
(c) Measuring performance. (d) All of the above
8. Family business always interested to handover the change of his business to _____ CO1 -U
- (a) Indian Administration Officers (b) Professional Managers
(c) Next generation (d) None of the above
9. A new venture's business plan is important because _____ CO1 -U
- (a) It helps to persuade others to commit funding to the venture.
(b) Can help demonstrate the viability of the venture.
(c) Provides a guide for business activities by defining objectives.
(d) All the above.
10. 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

PART – B (5 x 2= 10Marks)

11. How do you succeed in innovation? CO1-U
12. Distinguish between Small and large enterprise. CO1-U
13. Outline the lifecycle of intellectual property, from creation to monetization. CO1-U
14. Define Entrepreneurial personality CO1-U
15. What is the Role of Women Entrepreneurship in India? CO1-U

PART – C (5 x 16= 80Marks)

16. (a) Explain in detail about innovation and its types. CO1-U (16)
Or
(b) Discuss in detail about Lifecycle of Innovation. CO1-U (16)
17. (a) Examine the concept of co-innovation, emphasizing the collaborative aspects between organizations and partners CO1-U (16)
Or

- (b) Discuss the key drivers, benefits, and challenges associated with co-innovation. CO1 U (16)
18. (a) Explain the concept of Industrial Designs as a category of Intellectual Property Rights. CO1 U (16)
- Or
- (b) What are the distinct categories of Intellectual Property Rights (IPR), and could you elaborate on the specific characteristics, significance, and protection mechanisms associated with patents, trademarks, copyrights, and trade secrets? CO1 U (16)
19. (a) Discuss the impact of market research on decision-making, product development, and market positioning. CO1 U (16)
- Or
- (b) Explain in detail about Opportunity identification in technology entrepreneurship. CO1 U (16)
20. (a) Explore the intersection of Intellectual Property (IP) and entrepreneurship in a corporate environment. CO1 U (16)
- Or
- (b) Describe the types of Entrepreneurs? Which one do you think most suitable for India? CO1 U (16)

