Printe	d Page:- 03 Subject Code:- ACSBS0405
	Roll. No:
	NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA
	(An Autonomous Institute Affiliated to AKTU, Lucknow)
	B.Tech
	SEM: IV - THEORY EXAMINATION - (2023 2024)
	Subject: Introduction to Innovation, IP Management & Entrepreneurship
Time	: 2 Hours Max. Marks: 50
Genera	al Instructions:
	erify that you have received the question paper with the correct course, code, branch etc.
	Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice
	ons (MCQ's) & Subjective type questions.
	imum marks for each question are indicated on right -hand side of each question.
	trate your answers with neat sketches wherever necessary.
	me suitable data if necessary.
-	erably, write the answers in sequential order. sheet should be left blank. Any written material after a blank sheet will not be
	ted/checked.
	SECTION A 15
1. Atte	empt all parts:-
1-a.	An infrastructure that helps entrepreneurs in their early stage of the start-up 1
	life cycle with plug and play facilities and other common services is called
	(CO1)
	(a) Incubator
	(b) Accelerator
	(c) Angel investment platform
	(d) Venture capital platform
1-b.	is a potential drawback of relying solely on internal sources of innovation. 1
	(CO2)
	(a) Lack of expertise and resources
	(b) Inability to protect intellectual property
	(c) Increased risk of failure
	(d) Reduced control over the innovation process
1-c.	A corporate manager who starts a new initiative for their company which
	entails setting up a new distinct business unit and board of directors can be

	regarded as: (CO3)	
	(a) Ecopreneur	
	(b) Technopreneur	
	(c) Intrapreneur	
	(d) Social Entrepreneur	
1-d.	Seed capital assistance is (CO4)	1
	(a) A long-term assistance	
	(b) Initial assistance	
	(c) A help for the purchase of seeds	
	(d) A short-term assistance	
1-e.	is the activity of planning and organizing people, infrastructure, communication, and material components of a service in order to improve its quality and the interaction between the service provider and its customers. (CO5)	1
	(a) Product design	
	(b) Engineering design (c) Service design	
	(d) Good design	
2 Atte	mpt all parts:-	
2. Atte 2.a.	Define characteristics of innovation. (CO1)	2
2.a. 2.b.	Define idea distillation. (CO2)	2
2.b. 2.c.	Define Unique Value Proposition. (CO3)	2
2.c. 2.d.	Explain financial projection. (CO4)	2
2.e.	Define the term Intellectual property rights. (CO5)	2
2 4	SECTION B	15
	ver any <u>three</u> of the following:-	_
3-a.	Discuss about the factors involved in successful technological innovation. (CO1)	5
3-b.	Describe the factors should you consider when developing a new product or service. (CO2)	5
3.c.	Write a brief not on opportunity recognition in context to start a new venture. (CO3)	5
3.e.	Discuss scope of industrial design in business. (CO5)	5
3.d.	Explain Venture Capital and its main entities for startups. (CO4)	5

	SECTION C	20
4. Ans	wer any <u>one</u> of the following:-	
4-a.	Briefly explain good innovation strategy. (CO1)	4
4-b.	Define sustainable innovation, and how can it promote environmental sustainability and social responsibility. (CO1)	4
5. Ans	wer any <u>one</u> of the following:-	
5-a.	Define the best practices for fostering a culture of innovation within your organization. (CO2)	4
5-b.	Differentiate between Open vs Closed innovation. (CO2)	4
6. Ans	wer any <u>one</u> of the following:-	
6-a.	State the characteristics of entrepreneurship. (CO3)	4
6-b.	Explain Innovation Process for new Product Line. (CO3)	4
7. Ans	wer any <u>one</u> of the following:-	
7-a.	Explain the difference between Debt and equity. (CO4)	4
7-b.	Discuss any two schemes of Government for financing entrepreneurs. (CO4)	4
8. Ans	wer any <u>one</u> of the following:-	
8-a.	Define various types of intellectual property. (CO5)	4
8-h	Define the steps to protect geographical indication (CO5)	4