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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

B.Tech

SEM: IV - CARRY OVER THEORY EXAMINATION - SEPTEMBER 2022

Subject: Introduction to Innovation, IP Management & Entrepreneurship

Time: 3 Hours

Max. Marks: 50

General Instructions:

1. The question paper comprises three sections, A, B, and C. You are expected to answer them as directed.
2. Section A - Question No- 1 is 1 marker & Question No- 2 carries 2 mark each.
3. Section B - Question No-3 is based on external choice carrying 5 marks each.
4. Section C - Questions No. 4-8 are within unit choice questions carrying 4 marks each.
5. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION A

15

1. Attempt all parts:-

- 1-a. An individual who starts and manages a new business called_____. (CO1) 1
- (a) leader
 - (b) Manager
 - (c) Entrepreneur
 - (d) Employee
- 1-b. ____can be defined as a specifically evolved work plan designed to achieve a specific objective within a specific period of time. (CO2) 1
- (a) Idea generation.
 - (b) Opportunity Scanning.
 - (c) Project.
 - (d) Strategy
- 1-c. The success of social entrepreneur is measured by_____. (CO3) 1
- (a) Contribution to the society
 - (b) Profit earned
 - (c) Creating business opportunities

(d) Value creation

- 1-d. Venture capital is concerned with: (CO4) 1
- (a) New project having potential for higher profit
 - (b) New project of high technology
 - (c) New project having high risk
 - (d) All the above.
- 1-e. The registered user can institute proceedings for infringement in his own name against: (CO5) 1
- (a) None of these
 - (b) Proprietor of trademark
 - (c) Both third party and proprietor of trademark
 - (d) Third party

2. Attempt all parts:-

- 2.a. Define Innovation Management. (CO1) 2
- 2.b. Identify the role of risk management in launching the product . (CO2) 2
- 2.c. Identify any four reasons in current conditions, that are excellent for startups. (CO3) 2
- 2.d. Describe venture capital investment. (CO4) 2
- 2.e. Explain trade secret. (CO5) 2

SECTION B 15

3. Answer any three of the following:-

- 3-a. Give brief about incremental innovation. (CO1) 5
- 3-b. Discuss the importance of idea generation. (CO2) 5
- 3.c. Briefly explain the role of entrepreneurship in economic development. (CO3) 5
- 3.d. Elucidate the role of financial institutions in funding entrepreneurs with special reference to the Indian context. (CO4) 5
- 3.e. Describe the term Industrial design with the help of suitable examples. (CO5) 5

SECTION C 20

4. Answer any one of the following:-

- 4 Elaborate the various techniques of Innovation. (CO1) 4
- 4 Differentiate between knowledge push and need pull innovations with the help of suitable 4

examples. (CO1)

5. Answer any one of the following:-

5-a. Give a brief note on creating a new product and service. (CO2) 4

5-b. Discuss the role of innovation in expansion of existing business. (CO2) 4

6. Answer any one of the following:-

6-a. Illustrate the various economic factors that affect the entrepreneurial growth. (CO3) 4

6-b. "Success of social entrepreneur is measured by the contribution to the society" Discuss. (CO3) 4

7. Answer any one of the following:-

7-a. Describe the various stages of financing a new enterprise. (CO4) 4

7-b. Briefly define the reasons behind low percentage of commercialization. (CO4) 4

8. Answer any one of the following:-

8-a. Describe Geographical Indications (GI). Discuss the measures under the respective legislation to deal with infringers of the rights conferred by GIs. (CO5) 4

8-b. Highlight the barriers of IPR. (CO5) 4