

RV COLLEGE OF ENGINEERING®

(An Autonomous Institution Affiliated to VTU)

VI Semester B. E. Regular Examinations August-2025

ENTREPRENEURSHIP AND INTELLECTUAL PROPERTY RIGHTS**Time: 03 Hours****Maximum Marks: 100****Instructions to candidates:**

1. Answer all questions from Part A. Part A questions should be answered in first three pages of the answer book only.
2. Answer FIVE full questions from Part B. In Part B question number 2 is compulsory. Answer any one full question from 3 and 4, 5 and 6, 7 and 8, 9 and 10.

PART-A**M BT CO**

1	1.1	What are the two advantages of being an Intrapreneur with a company?	02	2	1
	1.2	Define Imitative (Adoptive) Entrepreneur.	02	2	1
	1.3	Define Financial Feasibility Analysis.	02	2	2
	1.4	Define Prototype Development.	02	2	2
	1.5	What is the role of CRM in building strong customer relationships and enhancing satisfaction levels?	02	2	2
	1.6	How do startups benefit from venture capital investment?	02	2	3
	1.7	Define Compulsory Licensing.	02	2	4
	1.8	Define Eco-label.	02	2	4
	1.9	How do performer's rights differ from copyright?	02	3	4
	1.10	Differentiate between industrial design and utility patent with example.	02	2	5

PART-B

2	a	Anjali, a 45-year-old teacher, wants to start her own online learning platform. Her friends discourage her, saying she's too old, doesn't have a tech background, and won't be able to compete with big companies. They also tell her she needs a huge investment to start. Questions: i) Identify and describe any three myths reflected in the friends' opinions. ii) What advice would you give Anjali to overcome these misconceptions? iii) Mention two real-life entrepreneurs who succeeded despite similar challenges.	08	3	1
	b	How can engineering colleges promote entrepreneurship among students? Propose initiatives or program that link technical skills with business development.	08	2	1
3	a	Discuss the significance of break-even analysis for startups and emerging businesses.	08	4	2
	b	Develop a detailed business plan framework for a new e-commerce startup, incorporating key elements such as market research, financial projections, and operational strategies.	08	4	2

OR

4	a	<p>You are part of a student team developing a tech-based startup idea. Discuss how you would approach the process of transforming this idea into a viable business opportunity by addressing the following aspects:</p> <ol style="list-style-type: none"> Identifying market opportunities and analyzing current trends. Applying engineering principles during the ideation and design phase. Promoting cross-disciplinary collaboration for innovation. Conducting market feasibility and demand analysis. Evaluating technical feasibility through prototype development and proof of concept. Analyzing financial feasibility, including cost estimation and revenue projections. 	10	2	2
	b	<p>Define <i>SWOC</i> analysis and discuss its significance in strategic planning. How can organizations <i>SWOC</i> analysis to formulate effective business strategies?</p>	06	2	2
5	a	<p>A company wants to launch a new energy drink. Explain how it can use market segmentation, targeting, and positioning to ensure successful market entry.</p>	08	4	3
	b	<p>You are developing a startup offering an innovative eco-friendly packaging solution. Explain how you would create a compelling Unique Value Proposition (UVP) that clearly communicates your product's value to customers. In your answer, discuss:</p> <ol style="list-style-type: none"> What UVP is and why it is important The steps you would take to develop a UVP How to differentiate your product from competitors How your UVP would influence branding, marketing and customer perception. <p>Support your response with logical reasoning and, where possible with relevant examples.</p>	08	4	3
		OR			
6	a	<p>"Entrepreneurs face several legal and ethical challenges while establishing and running their ventures. Discuss the importance of understanding and managing the following aspects in entrepreneurship:</p> <ol style="list-style-type: none"> Intellectual Property Rights (IPR) – including patents, trademarks, and copyrights Contracts – their role, essential elements, and how they protect business interests Corporate Governance – principles, ethical considerations, and its impact on business sustainability 	08	2	3
	b	<p>Examine the concept of Corporate Social Responsibility (CSR) and discuss its significance for entrepreneurs in ensuring ethical business practices. Include real-world examples to illustrate the impact of CSR on business success and reputation. Importance of CSR for Entrepreneurs.</p>	08	3	3
7	a	<p>Explain the criteria for patentability of an invention and describe the step-by-step procedure to file a patent application.</p>	08	3	4
	b	<p>Discuss the relationship between traditional knowledge and patent law. Explain the challenges involved in protecting traditional knowledge through patents and describe alternative ways to safeguard such knowledge.</p>	08	3	4

OR

8

a

Explain the concept of passing off and trademark infringement. Discuss the legal remedies available to business affected by these issues. Support your answer with relevant case studies to illustrate how courts have dealt with passing off and trademark infringement disputes.

08

3

4

b

Describe the absolute grounds for which a trademark registration can be denied.

08

3

4

9

a

Discuss the legal tools available in India for protecting trade secrets. How do these tools help business safeguard their confidential information?

08

3

3

b

Explain the concept of passing off and trademark infringement. Discuss the legal remedies available to businesses affected by these issues. Support your answer with relevant case studies to illustrate how courts have dealt with passing off and Trade Mark.

08

3

5

OR

10

a

Examine how copyright law strikes a balance between protecting creators' rights and serving the public interest. What challenges arise in enforcing copyright in today's digital environment?

08

3

5

b

Define industrial design and highlight its main characteristics. Outline the process to secure design protection and explain the reasons why design rights may be revoked.

08

3

5