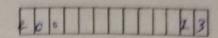
Subject Code: ACSBS0405

Roll No:



NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute)

Affiliated to Dr. A.P. J. Abdul Kalam Technical University, Uttar Pradesh, Lucknow

Course -B.TECH-

Branch-CSBS

Semester-IV-Sessional Examination-II-Year- (2021 - 2022)

Subject Name: Introduction to Innovation, IP Management

& Entrepreneurship

Time: 1.15Hours

[SET-2]

Max. Marks:30

General Instructions:

This Question paper consists of 2pages & 5questions. It comprises of three Sections, A, B, and C

Section A -Question No- 1 is objective type questions carrying 1 mark each, Question No- 2 is very short answer type carrying 2 mark each. You are expected to answer them as directed.

Section B - Question No-3 is Short answer type questions carrying 5 marks each. Attempt any two out of three questions given.

Section C -Question No. 4 & 5 are Long answer type (within unit choice) questions carrying 6 marks each. Attempt any one part <u>a or b.</u>

		SECTION – A	[08Marks]	
1.	All	Il questions are compulsory	(4×1=4)	
,	a.	Which of these actions of an entrepreneur will most likely result in creative destruction? (a) Developing a new product (b) Taking over a competitor's business (c) Issuing shares to individuals and institutions	(1)	CO2

100000	-	1	-	
		d)Lowering prices of your product or service		
	b.		(1)	CO2
1	1	entrepreneurs would:		
1		a)Thrive in the market		
1		b)Not survive and disappear from the market.		1 3 6
13		c)Get absorbed within larger innovative	1 340 15	
	1	businesses		1
	1 3	d)Get absorbed within non-innovative businesses		
	c.	Anurag the director of Apex Itd.is engaged in	(1)	CO2
	1	manufacturing furniture. He decided to keep one-		
	4	third seats reserved for specially disadvantaged		
		section of society. Which objective of management		
		is discussed here?		
	1	a) Individual objective		
	1.	b) Social objective		
		c) Organizational objective		
	40	d) Personal objective	CC	-
	P	d) reisonal objective		
40	d.	Which of these is a type of entrepreneurship?	(1)	CO2
9	u.	a) A Small business entrepreneurship	Q	
		b)Scalable entrepreneurship		
	1	c)Large scale entrepreneurship		
		d)All of these		
2.	AI	l questions are compulsory	$(2 \times 2 = 4)$	
	a.	How do I come up with an idea?	(2)	CO ₂
				000
	b.	Why is innovation so hard?	(2)	CO2
	1	SECTION - B	[10Marks]	
2	T A	swer any two of the following-	(2×5=10)	
3.	-	How do I spot opportunities for innovation?	(5)	CO2
	a.	How do I spot opportunities for innovation		
	1	Explain Entrepreneurship as a style of	(5)	CO2
	b.			
3		management. What is Entrepreneurship? Entrepreneur	(5)	CO2
	c.			
		Definition and Meaning.		
		CECTION C	[12Marks]	0
		SECTION - C		
	C		C	
10	•	Page 2 of 3	40.	
			0	
		200		

4	An	swer any one of the following-	(1×6=6) (6)	CO2
	a.	Explain Entrepreneurship as a style of Management.		
	b.	Discuss use of IPR to protect Innovation.	(6)	CO ₂
5.	Answer any one of the following-		(1×6=6)	
	a.	Explain in detail entrepreneurship Opportunities recognition and entry strategies,	(6)	CO2
	b.	Discuss Ten Qualities of an entrepreneur.	(6)	CO2

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