

NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA
(An Autonomous Institute Affiliated to AKTU, Lucknow)

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B.Tech

SEM: IV - THEORY EXAMINATION (2021 - 2022)

Subject: Introduction to Innovation, IP Management & Entrepreneurship

Max. Marks: 50

Time: 3 Hours

General Instructions:

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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. Which of the following best defines the term innovation? (CO1) 1
- (a) Discovering new ideas
 - (b) Evolution of new ideas
 - (c) Creativity in new ideas
 - (d) Developing new plan
- 1-b. Innovation can help to provide a temporary competitive advantage when: (CO2) 1
- (a) barriers to entry are high
 - (b) barriers to entry are low
 - (c) there are few other competitors
 - (d) barriers to imitation are low and intellectual property rights are difficult to enforce
- 1-c. System which allows an employee of an organisation to act like an entrepreneur within a company is called _____. (CO3) 1
- (a) Ownership
 - (b) Entrepreneurship
 - (c) Intrapreneurship
 - (d) Copreneurs
- 1-d. _____ is a form of financing especially for funding high technology, high risk and perceived high reward projects. (CO4) 1
- (a) Fixed capital
 - (b) Current capital
 - (c) Seed capital
 - (d) Venture capital
- 1 International copyright is governed by the _____. (CO5) 1
- (a) WTO
 - (b) Paris Convention
 - (c) Berne Convention
 - (d) TRIPS

2. Attempt all parts:-

- | | | |
|------|---|---|
| 2.a. | Define Innovation Management. (CO1) | 2 |
| 2.b. | Summarize open innovation and customer co-creation. (CO2) | 2 |
| 2.c. | Describe opportunity recognition with an example. (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 Give a brief about 4P's of Innovation. (CO1) 5
- 3 Describe the challenges in open innovation. Also, explain the strategies to overcome these challenges. (CO2) 5
- 3.c. Write down a lucid note on opportunity recognition in context to start a new venture. (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 examples. (CO1) 4

5. Answer any one of the following:-

- 5 Give a brief note on creating a new product and service. (CO2) 4
- 5 Discuss the role of innovation in expansion of existing business. (CO2) 4

6. Answer any one of the following:-

- 6 Describe the reasons for the failure of a new enterprise. (CO3) 4
- 6 Illustrate the various economic factors that affect the entrepreneurial growth. (CO3) 4

7. Answer any one of the following:-

- 7 Describe the various stages of financing a new enterprise. (CO4) 4
- 7 Describe the term venture capital. Also, discuss the different sources of venture capital. (CO4) 4

8. Answer any one of the following:-

- 8 Differentiate between copyright and trademark. Highlight the works covered under Copyright Act 1957. (CO5) 4
- 8 Describe Geographical Indications (GI). Discuss the measures under the respective legislation to deal with infringers of the rights conferred by GIs. (CO5) 4