

Subject Code: ACSBS0405

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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-I-Year- (2021 - 2022)

Subject Name: Introduction to Innovation, IP Management & Entrepreneurship

Time: 1.15Hours [SET- 1]

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 &5are Long answer type (within unit choice) questions carrying 6marks each. Attempt any one part a or b.

<u>SECTION – A</u>			[08Marks]	
1.	All questions are compulsory		(4×1=4)	
a.	What is not part of business planning? a) Recognizing irrational needs of the business. b) Activate a strategic plan. c) Adapt the plan to the changing requirements ✓ d) None of these	(1)	CO1	
b.	Select the steps of entrepreneurial process. a) Opportunity identification. b) Gathering capital and resources. c) Learn new words. d) Creating venture.	(1)	CO	
c.	Which of the following options are the fears in the entrepreneurial process ? ✓ a) Fear of failure b) Fear of being the best c) The Fear of not being an expert d) Fear of getting kidnapped.	(1)	CO	
d.	Major innovations that lead to substantial changes are called a. disruptive innovation b. radical innovation. c. Innovation ✓ d. All of These	(1)	CO	
2.	All questions are compulsory		(2×2=4)	
a.	How do you succeed in innovation?	(2)	CO1	
b.	Define Innovation	(2)	CO	
<u>SECTION – B</u>			[10Marks]	

3.	Answer any <u>two</u> of the following-		(2×5=10)	
	a.	How do you define innovation?	(5)	CO1
	b.	What is innovation management?	(5)	CO1
	c.	How do you approach innovation?	(5)	
SECTION - C			[12Marks]	
4	Answer any <u>one</u> of the following-		(1×6=6)	
62	a.	Explain Innovation What and Why?	(6)	CO1
	b.	Explain Innovation as a core business	(6)	CO1
5.	Answer any one of the following-		(1×6=6)	
	a.	Discuss Sources of innovation	(6)	CO1
	b.	Explain Knowledge push vs. need pull innovations.	(6)	CO1