

RV COLLEGE OF ENGINEERING®
 (An Autonomous Institution affiliated to VTU)
 V Semester B. E. Regular Examinations Feb/March-2025
 COMMON TO AS / BT / CH / CV / IEM / ME

ENTREPRENEURSHIP AND INTELLECTUAL PROPERTY

Time: 03 Hours

Instructions to candidates:

Maximum Marks: 100

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, and 9 and 10.

PART-A

M BT CO

1	1.1	List four types of entrepreneurs.	02	1	1
	1.2	Define: Entrepreneur.	02	2	1
	1.3	Identify the Activities involved in Market Demand Assessment.	02	4	2
	1.4	How can a business plan help in risk management?	02	4	2
	1.5	Explain the two types of promotional strategies.	02	2	3
	1.6	_____ is a fundamental framework in marketing that helps businesses identity and reach their most valuable customers.	02	1	3
	1.7	Give an example which brings about the fact that a mark cannot be registered as trademark if it consists exclusively of goods.	02	4	5
	1.8	List any two different forms of Trademark (Any Two).	02	1	5
	1.9	What are the criteria for a design to qualify for registration as an industrial design?	02	2	4
	1.10	Define performer's Rights?	02	3	5

PART-B

2	a	Justify the importance of entrepreneurship.	08	5	1
	b	What factors contributed to Flipkart's success in the Indian market.	05	4	1
	c	What challenges did Flipkart face during its growth phase?	03	3	1
3	a	A company's gross profit margin is increasing, but its net profit margin is decline. What could be the potential reasons?	08	4	2
	b	List the key Contents of a Business Plan (Any 8)	08	1	3
		OR			
4	a	Explain the key components of financial feasibility analysis?	10	2	2
	b	An entrepreneur wants to launch a niche product. What steps should they take to access market feasibility?	06	4	2
5	a	What is meant by Market Segmentation? Give its importance.	04	2	2
	b	A clothing brand wants to launch a new line targeting eco-conscious millennials. How should they approach market segmentation?	04	5	2
	c	Define SWOC Analysis. Explain its significance in strategic Management.	08	4	2

OR					
6	a	What are the Types of Insurance as Risk Management tools?	08	2	2
	b	What are the objectives of financial management? Investigate financial management tools & Techniques.	08	5	2
7	a	Explain the tools to protect a trade secret?	08	1	4
	b	Explain the Inventions which are not patentable under the Indian Patent Act.	08	5	4
OR					
8	a	Discuss the Trade mark infringement among the corporate classes in India with Two Case examples	08	2	5
	b	A company owns the trademark "Perfect Clean" for cleaning products. Over time, customers start using "Perfect Clean" as a generic term for all cleaning products. How can the company prevent the loss of its trademark rights?	08	5	5
9	a	List & explain steps involved for obtaining Design Protection under the ID Act.	08	1	4
	b	Copy Right protects expression but not the ideas. Discuss.	08	5	4
OR					
10	a	A digital artist uses an AI tool to generate artwork and claims copyright over the output. Can they enforce copyright on this work?	06	5	5
	b	Explain the acts which do not constitute Infringement of copyright under the act.	10	1	4



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Academic year 2024-2025 (ODD Sem)

**DEPARTMENT OF
INDUSTRIAL ENGINEERING & MANAGEMENT**

Date	25th November 2024	Maximum Marks	10 + 50
Course Code	HS351TA	Duration	120 Mins
Sem	V Semester	CIE – I	
ENTREPRENEURSHIP AND INTELLECTUAL PROPERTY RIGHTS			

Note:

1. Answer all the Questions.

PART – A

Sl. No.	Questions	M	BT	CO
1	Define Compulsory license under the patent law.	02	1	4
2	List any two characteristics of successful entrepreneurs.	02	2	1
3	Difference between Intrapreneur & Entrepreneur.	02	1	1
4	List any two non-patentable inventions under the Indian patent Act.	02	2	2
5	List any two myths of entrepreneurs.	02	2	1

PART – B

Sl. No.	Questions	M	BT	CO
1.a	A software company develops an AI tool for legal research and applies for a patent in India. Discuss the challenges it might face under Indian patent law.	05	3	3
b	Explain the difference between a product patent and a process patent with an examples.	05	1	4
2	Create a commercialization strategy for a patent related to renewable energy technology.	10	3	3
3	Propose a framework for enhancing Traditional Knowledge protection under international Intellectual Property laws.	10	2	4
4	Create a case study on how perseverance as a characteristic helped a famous entrepreneur achieve success.	10	3	1
5	Explain how entrepreneurship fosters innovation in an economy with one case example	10	2	1

BT-Blooms Taxonomy, CO-Course Outcomes, M-Marks

Marks Distribution	Particulars		CO1	CO2	CO3	CO4	CO5	L1	L2	L3	L4	L5	L6
	Max	Quiz	04	02	--	04	--	02	02	06	--	--	--
	Marks	Test	20	10	15	15	--	05	10	25	--	--	--

**Academic year 2024-2025 (ODD Sem)****DEPARTMENT OF
INDUSTRIAL ENGINEERING & MANAGEMENT**

Date	07/01/2025	Maximum Marks	10 + 50
Course Code	HS351TA	Duration	120 Min
Sem	V	CIE -II	
ENTREPRENEURSHIP AND INTELLECTUAL PROPERTY RIGHTS			

Note:

1. Answer all the Questions.

Sl. No.	Questions	M	BT	CO
Part – A				
1	_____ component is key in assessing market feasibility	1	1	2
2	What does break-even analysis determine?	1	1	3
3	Which strategy in Porter's generic strategies focuses on offering unique products?	1	1	3
4	What does a proof of concept primarily demonstrate?	1	1	2
5	Why is prototyping important in the ideation process?	2	1	2
6	In order to register Industrial Design, Design should be new and	1	1	4
7	Can a colour by itself be subject matter of registration of industrial design? If yes, justify your statement.	2	2	4
8	Upon expiry of registration of a design under Designs Act 2000 it becomes _____ property	1	1	4
Part –B				
1	A medium-sized technology company in India develops an innovative algorithm for optimizing supply chain logistics. To maintain its competitive edge, the company decides not to patent the algorithm but to treat it as a trade secret. Over time, a former employee joins a competitor and allegedly discloses key aspects of the algorithm. The company must navigate the legal landscape to protect its trade secrets. Questions: i. What legal tools and mechanisms are available in India to protect trade secrets? ii. Analyze the company's decision to treat the algorithm as a trade secret instead of patenting it. What are the advantages and risks of this approach? What preventive measures could the company have implemented to minimize the risk of trade secret leakage?	10	3	4
2	A furniture design firm creates a unique chair design that combines aesthetics with ergonomic principles. The design becomes a market hit, but a competitor begins manufacturing and selling a chair with an almost identical appearance. The firm initiates legal proceedings to obtain design protection and stop the competitor's activities. Questions: i. What features of the chair design qualify it for industrial design protection?	10	3	4

**Academic year 2024-2025 (ODD Sem)**

	ii. Outline the procedure the firm should follow to obtain industrial design protection in India. What grounds might the competitor use to challenge the firm's design protection claim?			
3	Copyright is protection in form and not in idea. Discuss the Remedies against infringement of copyrights with a simple case study	10	2	4
4	Describe the steps to conduct a market feasibility and demand analysis for a new product.	10	2	2
5	Discuss the importance of conducting a financial feasibility analysis for a new business venture. Explain the key components involved in such an analysis and how they help in assessing the financial viability of the project. Also, elaborate on the role of financial ratios in evaluating the potential success of the business.	10	2	3

BT-Blooms Taxonomy, CO-Course Outcomes, M-Marks

Marks Distribution	Particulars		CO1	CO2	CO3	CO4	L1	L2	L3	L4	L5	L6
	Quiz	Max Marks	-	4	2	4	7	2	-	-	-	-
	Test		-	10	10	30	-	30	20	-	-	-

**DEPARTMENT OF
INDUSTRIAL ENGINEERING & MANAGEMENT**

Date	27 th January 2025	Maximum Marks	10 + 50
Course Code	HS351TA	Duration	120 Mins
Sem	V Semester	Improvement CIE	
ENTREPRENEURSHIP AND INTELLECTUAL PROPERTY RIGHTS			

Note:

1. Answer all the Questions.

PART - A

Sl. No.	Questions	M	BT	CO
1	_____ is a fundamental framework in marketing that helps businesses identify and reach their most valuable customers.	1	1	2
2	Creating a _____ is about identifying and clearly communicating what makes a product, service, or brand distinctively valuable to its target audience	1	1	4
3	A company is launching a premium product with a production cost of Rs 30 per unit. They estimate fixed costs for branding and marketing at Rs 2,00,000. The company plans to sell 10,000 units in the first year and targets a 40% profit margin. What should be the selling price per unit to achieve the desired profit margin?	2	2	2
4	Toyota developed the Toyota Way , a set of principles that focuses on _____ and respect for people.	1	1	4
5	<u>Differentiate between Planning and Strategy.</u>	2	1	2
6	With _____ growth, a company expands through its own operations using its own internal resources.	1	1	4
7	If a company's gross profit margin is increasing but its net profit margin is declining, what could be the reason?	2	2	3

PART - B

Sl. No.	Questions	M	BT	CO
1.	A tech company is developing a mobile app that combines fitness tracking with AI-based personalized coaching. They are seeking funding from venture capitalists. How can the company effectively articulate its unique value proposition in the business plan to stand out from competitors in the crowded fitness tech market?	10	4	4
2.	a) A start-up has developed a patent-pending water purification device that uses renewable energy. They aim to market it in developing countries. How should they address intellectual property, innovation, and scalability in their business plan to appeal to investors?	5	4	4
	b) A global e-commerce platform is considering a strategic alliance with a logistics company to enhance delivery efficiency in underserved regions. The e-commerce platform wants to improve delivery times, and the logistics company seeks access to a broader customer base. What factors should both companies consider when forming a strategic alliance, and how can they ensure that the partnership is mutually beneficial?	5	3	4
3.	What are the objectives of Financial Management? Investigate Financial Management Tools and Techniques.	10	2	2
4.	Illustrate how successful companies have leveraged each of the 4P	10	3	2



Academic year 2024-2025 (ODD Sem)

5.	A manufacturing company needs Rs 20 Lacs to purchase advanced machinery. They are considering two options: <ul style="list-style-type: none">Taking a bank loan with a 7% annual interest rate.Selling 20% of the company's equity to a private investor. <ol style="list-style-type: none">What factors should the company consider when choosing between equity and debt financing? Which option might be better if the company expects rapid growth? Justify with a case study.What steps can the company take to manage debt repayment and avoid defaulting on the loan?Illustrate how successful companies have leveraged each of the 4Ps to achieve market success.	10	4	3
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BT-Blooms Taxonomy, CO-Course Outcomes, M-Marks

Marks Distribution	Particulars		CO1	CO2	CO3	CO4	CO5	L1	L2	L3	L4	L5	L6
	Max Marks	Quiz	--	5	2	3	--	06	04	--	--	--	--
		Test	--	20	10	20	--	--	10	15	25	--	--
