



SASTRA

DEEMED TO BE UNIVERSITY

SASTRA UNIVERSITY - CHENNAI

SOC 202
TIME 11
School of Management

II CIA Test - MAY 2022

Yr. Prog: II B.TECH CSBS

Course Code: MGT 207

Course Name: Introduction To Innovation, IP
Management & Entrepreneurship

Duration: 90 minutes

Max Marks: 50

Part A

Answer all questions

10*2 = 20 marks

1. Explain the role of SWOT analysis.
2. Brief about questionnaire with a suitable example
3. Depict the role of focus group in the process of innovation
4. Outline the concept of need analysis
5. Differentiate internal and external desk research
6. Mention the principles of effectuation process
7. Define design thinking
8. Define technology watch.
9. State the role of lean start up process for an entrepreneur
10. Discuss about the process of seeking opportunity from the environment.

Part B

Answer all questions

screening
selecting
3*10 = 30 marks

11. Compare and contrast open and collaborative innovation with valid examples
12. Explain the different types of market entry strategy available for an entrepreneur to venture abroad
13. "The main tenet of design thinking is empathy for the people you're trying to design for". Discuss