

End Semester Examination 2019 Nov-Dec
B. Tech. (IT & MI), Cluster Innovation Centre
Business, Entrepreneurship and Innovation Management
Paper Code: 32861106

F.M: 30

Time 2hr.

All Questions are compulsory.

1. A. Match the following:

(1X10=10)

Trademark 1st
 Geographical Indication 1st
 POLC 6th
 PERT 5th
 Grant 4th
 e-business 3rd
 Transmitting Information
 Nokia 2nd
 Blackberry 2nd
 Change and Improvement 5th

Internet Commerce 3rd
 Finland
 Canada
 Critical Path 6th
 Type of IPR 1st
 Spokesperson
 Entrepreneur
 Project Organisation 5th
 Project Schedule 4th
 Brand 2nd

2. Read the following passage and develop a business strategy for Google or IBM to achieve and utilize Quantum supremacy in the upcoming century. Use Flow chart/Schematics to present your strategy. (10)

"Google claims to have demonstrated something called "quantum supremacy". This would mark a significant milestone in the development of a new type of computer, known as a quantum computer that could perform very difficult calculations much faster than anything possible on conventional "classical" computers. But a team from IBM has published their own paper claiming they can reproduce the Google result on existing supercomputers. While Google vs. IBM might make a good story, this disagreement between two of the world's biggest technology companies rather distracts from the real scientific and technological progress behind both teams' work. Despite how it might sound, even exceeding the milestone of quantum supremacy wouldn't mean quantum computers are about to take over. On the other hand, just approaching this point has exciting implications for the future of technology.

Quantum computers represent a new way of processing data. Instead of storing information in "bits" as 0s or 1s like classical computers do, quantum computers use the principles of quantum physics to store information in "qubits" that can also be in states of 0 and 1 at the same time. In theory, this allows quantum machines to perform certain calculations much faster than classical computers. In its quantum supremacy experiment, the Google team performed one of these difficult but useless calculations, sampling the output of randomly chosen quantum circuits. They also carried out computations on the world's most powerful classical supercomputer, Summit, and estimated it would take 10,000 years to fully simulate this quantum computation. IBM's team has proposed a method for simulating Google's experiment on the Summit computer, which they estimated would take only two days rather than 10,000 years."

3. Describe what went wrong with the innovation management, operation and marketing for **any one** of the following companies that led to a product/process shutdown or a complete bankruptcy: (10)

Nokia, Kodak, Ambassador, Kingfisher, eBay, Xerox, Dunlop, Polaroid.