

Cluster Innovation Centre, University of Delhi, Delhi-110007

Examination : End Semester Examination – March 2022
Name of the Course : B.Tech (Information Technology and Mathematical Innovations)
Name of the Paper : Business, Entrepreneurship and Innovation Management
Paper Code : 32861106
Semester : I
Duration : 3 Hours
Maximum Marks : 75

Instructions:

This question paper contains six questions, out of which any four are to be attempted. Each question carries equal marks.

- 1. Differentiate among the B2B, B2C, C2C & C2B. Support your answer with relevant example.**
- 2. Compare Invention and Innovation. Support your answer with real life example.**
- 3. Discuss the characteristics and attributes of entrepreneurs.**
- 4. In preparing Business plans, what are the different aspects, you must look into? Explain.**
- 5. Write a brief note on innovative entrepreneur. Give two examples of entrepreneurs with good innovations in the industry?**
- 6. Determine and analyze the relevance of IPR in India.**