

**Cluster Innovation Centre, University of Delhi, Delhi-110007**

**Examination** : End Semester Examination – March 2021  
**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.**

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- 1. Differentiate among the B2B, B2C, C2C & C2B. Support your answer with relevant example ?**
- 2. Compare a trading entrepreneur with industrial entrepreneur. Give one example of each?**
- 3. Discuss the characteristics 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 intellectual property rights in India?**