

Total No. of Questions: 6

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Enrollment No.....



Faculty of Engineering
End Sem (Even) Examination May-2022
OE00076

Introduction to Innovation, IP Management &
Entrepreneurship

Programme: B.Tech.

Branch/Specialisation: CSBS

Duration: 3 Hrs.

Maximum Marks: 60

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d.

- Q.1 i. At the same time the one who start and runs a number of businesses is called as: 1
(a) Drone entrepreneur (b) Portfolio entrepreneur
(c) Imitative entrepreneur (d) Novice entrepreneur
- ii. Which of the following is NOT a common myth about entrepreneurs? 1
(a) Everyone has the potential to be an entrepreneur
(b) Entrepreneurs are born, not made
(c) Entrepreneurs are gamblers
(d) All of these
- iii. A group of companies or individuals that invests money in new or expanding businesses for ownership and potential profits is known as: 1
(a) An equity financing firm (b) Franchising
(c) A venture capital firm (d) A corporation
- iv. What are the primary sources of funding for entrepreneurs? 1
(a) Personal savings and individual investors
(b) Finance companies and banks
(c) The small business administration and banks
(d) Former employers and the economic development authority
- v. Which of the following is/are challenge(s) in the process of innovation? 1
(a) Fear of failure (b) Unable to predict
(c) Lack of resources (d) All of these

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- vi. _____ blows up the existing system or process and replaces it with something entirely new. **1**
 (a) Radical innovation (b) Incremental innovation
 (c) Disruptive innovation (d) All of these
- vii. Intellectual property rights (IPRs) protect the use of information and ideas that are of- **1**
 (a) Social value (b) Moral value
 (c) Commercial value (d) Ethical value
- viii. TRIPS (Trade-Related Aspects of Intellectual Property Rights) agreement is administered by the _____. **1**
 (a) World Bank (WB)
 (b) United Nations Organization (UNO)
 (c) World Trade Organization (WTO)
 (d) United Nations Conference on Trade and Development (UNCTAD)
- ix. What does a trademark protect? **1**
 (a) A secret formula (b) A work of art
 (c) Logos, names and brands (d) All of these
- x. Which of these is a geographical indication? **1**
 (a) BMW (b) Hogwarts (c) World wide web (d) Judima
- Q.2 i. Enlist the various types of entrepreneurs. **2**
 ii. Differentiate between entrepreneur and intrapreneur. **3**
 iii. Explain the various trait of a successful entrepreneur. **5**
 OR iv. What are the various factors affecting entrepreneurial growth? **5**
- Q.3 i. Define business plan. **3**
 ii. Explain the various stages of financing. **7**
 OR iii. Discuss the business plan formulation and common errors in business plan formulation. **7**
- Q.4 i. What do you understand by knowledge push and need pull innovation? **3**
 ii. Explain the various innovation approaches. **7**
 OR iii. Enlist the various sources of innovation and explain the process of innovation. **7**

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- Q.5 i. Briefly describe the various categories of Intellectual Property Rights. **4**
 ii. Write a detailed note on “IPR in India: Genesis & Development “. **6**
 OR iii. What is meant by Intellectual Property? Why does intellectual property need to be promoted and protected? **6**
- Q.6 Attempt any two:
 i. Define Trademark. What are the different types of trademarks? Explain it. **5**
 ii. What is a Geographical Indication? What is a “generic” geographical indication? Why do geographical indications need protection? **5**
 iii. What is copyright? Why should copyright be protected? What are the classes of works for which copyright protection is available in India? **5**

Marking Scheme
OE00076 Introduction to Innovation, IP Management & Entrepreneurship

Q.1	i.	At the same time the one who start and runs a number of businesses is called as: (b) Portfolio entrepreneur	1
	ii.	Which of the following is NOT a common myth about entrepreneurs? (a) Everyone has the potential to be an entrepreneur	1
	iii.	A group of companies or individuals that invests money in new or expanding businesses for ownership and potential profits is known as: (c) A venture capital firm	1
	iv.	What are the primary sources of funding for entrepreneurs? (a) Personal savings and individual investors	1
	v.	Which of the following is/are challenge(s) in the process of innovation? (d) All of these	1
	vi.	_____blows up the existing system or process and replaces it with something entirely new. (a) Radical innovation	1
	vii.	Intellectual property rights (IPRs) protect the use of information and ideas that are of- (c) Commercial value	1
	viii.	TRIPS (Trade-Related Aspects of Intellectual Property Rights) agreement is administered by the _____. (c) World Trade Organization (WTO)	1
	ix.	What does a trademark protect? (c) Logos, names and brands	1
	x.	Which of these is a geographical indication? (d) Judima	1
Q.2	i.	Any four types of entrepreneurs (0.5 mark * 4)	2 marks 2
	ii.	Any three differences (1 mark * 3)	3 marks 3
	iii.	Any five trait with explanation (1 mark * 5)	5 marks 5
OR	iv.	Any five factors with explanation (1 mark * 5)	5 marks 5
Q.3	i.	Definition of business plan	3 marks 3

	ii.	The Seed stage	1 mark	7
		The Startup stage	1 mark	
		The First stage	1 mark	
		The Expansion stage	2 marks	
		The Bridge stage	2 marks	
OR	iii.	Stages of business plan formulation	4 marks	7
		Common errors in business plan formulation	3 marks	
Q.4	i.	Knowledge push	1.5 marks	3
		Need pull innovation	1.5 marks	
	ii.	Co-operative across network	4 marks	7
		Go it alone	3 marks	
OR	iii.	Sources of innovation	3 marks	7
		Process of innovation	4 marks	
Q.5	i.	Any four categories / types (1 mark * 4)	4 marks	4
	ii.	Explanation of Genesis	3 marks	6
		Development phase	3 marks	
OR	iii.	Definition of Intellectual Property	2 marks	6
		Reasons / need to be promote and protect IP	4 marks	
Q.6		Attempt any two:		
	i.	Definition of Trademark	2 marks	5
		Any three types of trademarks	3 marks	
	ii.	Definition of geographical indication	2 marks	5
		Generic geographical indication	1 mark	
		Need to protect geographical indications	2 marks	
	iii.	Definition of copyright	2 marks	5
		Need of protection	1 mark	
		Classes of works for which copyright	2 marks	
