

QUESTION BANK

ENTREPRENEURSHIP DEVELOPMENT & IPR

Course Code: 71203002010

Credits: 2 (L:2, T:0, P:0)

Total Marks: 100 (External 50 + Internal 50)

Total Hours: 30

COURSE OUTCOMES (COs)

CO No.	Course Outcome	Bloom's Level
CO1	Understand the fundamental concepts of entrepreneurship.	L2 – Understanding
CO2	Develop an entrepreneurial mindset and recognize viable business opportunities.	L2 – Understanding
CO3	Identify and utilize institutional support for entrepreneurship.	L2 – Understanding
CO4	Understand the basics of Intellectual Property Rights (IPR).	L2 – Understanding
CO5	Recognize the significance of research and technology dissemination in entrepreneurship.	L4 – Analyzing L3 – Applying

UNIT I – INTRODUCTION TO ENTREPRENEURSHIP (6 Hrs)

Syllabus Content:

- Entrepreneurship: Concept, Nature, Functions, and Importance.
- Entrepreneurs: Characteristics, Types, and Motivation.
- Entrepreneurial Process.
- Enterprise: Definition and Classification (MSME – Micro, Small & Medium Enterprises).

Mapped CO: CO1

Bloom's Level: L2 – Understanding

2 Marks Questions

1. Define entrepreneurship with example.
2. List two important characteristics of an entrepreneur.
3. What are the functions of an entrepreneur?
4. What is meant by entrepreneurial motivation?
5. Define an enterprise.
6. Mention the classification of MSMEs.
7. What are the key elements of the entrepreneurial process?
8. Name any two successful entrepreneurs in India.

5 Marks Questions

1. Explain the importance of entrepreneurship in economic development.
2. Discuss the types of entrepreneurs with examples.
3. Explain the functions of an entrepreneur in business.
4. Describe the process of entrepreneurship development.
5. Discuss the role of MSMEs in promoting entrepreneurship.

10 Marks Questions

1. Discuss in detail the concept, nature, and functions of entrepreneurship.
2. Explain the entrepreneurial process and its stages.
3. Analyze the reasons for success and failure of entrepreneurs with examples.
4. Explain the importance of entrepreneurship in the development of the Indian economy.
5. Explain the characteristics and motivations of entrepreneurs with examples.

UNIT II – ENTREPRENEURIAL JOURNEY AND INSTITUTIONAL SUPPORT (6 Hrs)

Syllabus Content:

- Entrepreneurial Mindset, Creativity & Innovation.
- Recognizing Opportunities and Generating Ideas.
- Feasibility Analysis.

- Institutional Support to Entrepreneurs: NSIC, SIDO, SSIB, SSIDC, SISIs, DTICs, etc.

Mapped CO: CO2, CO3

Bloom's Level: L2 – Understanding

2 Marks Questions

1. Define entrepreneurial mindset.
2. What is creativity in entrepreneurship?
3. What is feasibility analysis?
4. Expand: NSIC and SIDO.
5. Name any two government organizations that support entrepreneurs.
6. Define innovation.
7. What is opportunity recognition?
8. What is the full form of DIC?

5 Marks Questions

1. Explain the stages of an entrepreneurial journey.
2. Discuss the process of creativity and innovation.
3. Explain the importance of feasibility analysis before starting a business with example.
4. Describe the institutional support provided by NSIC and SIDO.
5. Write a short note on the role of DTICs and SSIDC in entrepreneurship development.

10 Marks Questions

1. Discuss in detail the entrepreneurial journey with suitable examples.
2. Explain various financial institutional supports available for entrepreneurs in India.
3. Illustrate how creativity and innovation contribute to entrepreneurial success.
- 4.
5. Evaluate the role of non-government institutions in entrepreneurial development.
- 6.

UNIT III – INTRODUCTION TO IPR (6 Hrs)

Syllabus Content:

- Meaning of Property, Origin, and Nature of IPR.
- Provision of IPR under TRIPS and WTO.
- Types of IPR: Copyright, Patent, Trademark, Trade Secret, Design, Geographical Indication, Traditional Knowledge.

Mapped CO: CO4

Bloom's Level: L4 – Analyzing

2 Marks Questions

1. Define intellectual property.
2. What is TRIPS?
3. What is the role of WTO in IPR protection?
4. Define copyright.
5. What is a patent?
6. What is meant by a trademark?
7. Define geographical indication (GI).
8. Give two examples of traditional knowledge in India.

3 Marks Questions

1. Explain the importance of intellectual property in entrepreneurship.
2. Differentiate between copyright, trademark, and patent.
3. Describe the various kinds of IPR with examples.
4. Explain the provisions of TRIPS and WIPO agreement.
5. Write short notes on trade secrets, design rights and geographical indication (GI).

5 Marks Questions

1. Discuss the different types of IPR with examples.
2. Analyze the role of TRIPS and WTO in promoting IPR globally.
3. Evaluate how IPR contributes to innovation and economic development.

UNIT IV – RESEARCH PUBLICATIONS & TECHNOLOGY DISSEMINATION (6 Hrs)

Syllabus Content:

- Types of Publications: Journals vs Conferences.
- Journal Indexing: SCI, SCIE, Scopus, Web of Science, UGC CARE.
- Selecting the right journal, avoiding predatory journals.
- Importance of Citations, h-index, Peer Review.
- Role of Research in Product Development and Tech Transfer.

Mapped CO: CO5

Bloom's Level: L3 – Applying

2 Marks Questions

1. What is a research publication?
2. What do you mean by peer review?
3. What is the h-index?
4. What are predatory journals?
5. What is a citation?
6. Define technology transfer.
7. What is the difference between a journal and a conference paper?
8. Name any two journal indexing agencies.

5 Marks Questions

1. Explain the process of selecting the right journal for publication.
2. Discuss the importance of citations and h-index in research evaluation.
3. Explain the difference between conferences and journals.
4. Write a note on predatory journals and how to avoid them.
5. Describe the role of research in product development.

10 Marks Questions

1. Explain the significance of research and publication in entrepreneurship.
2. Discuss the process of technology dissemination and transfer.
3. Evaluate how research supports innovation and startup growth.
4. Explain the anatomy of a journal article.
5. Explain citations and h-index and describe how to calculate citation counts with examples.
6. Explain the impact factor, i-10 index and describe how it is calculated, with suitable examples.

UNIT V – STARTUP LIFECYCLE (6 Hrs)

Syllabus Content:

- Funding Types (bootstrapping, angel, VC, government grants).
- Government and Private Agencies (Startup India, AIM, MSME, MeitY, DST, BIRAC). •

Incubators and Accelerators.

- Investor Communication and Pitch Decks.

Mapped CO: CO5

Bloom's Level: L3 – Applying

2 Marks Questions

1. Define startup.
2. What is seed funding?
3. Define bootstrapping.
4. What is venture capital?
5. Name two government funding schemes for startups.
6. What is an incubator?
7. Define accelerator.
8. What is an investor pitch deck?

5 Marks Questions

1. Explain the types of funding available for startups in India.
2. Describe the role of Startup India and AIM in supporting entrepreneurs.
3. Explain the functions of incubators and accelerators.
4. Discuss the importance of investor communication.
5. Explain the concept of a unicorn startup with examples.

10 Marks Questions

1. Explain the startup lifecycle in detail with examples.
2. Discuss various sources of startup funding and their advantages.
3. Evaluate the role of incubation centers and accelerators in startup growth.
4. Analyze a successful Indian startup and its journey from idea to unicorn.

SUMMARY MAPPING OF COs AND BLOOM'S LEVELS

U ni t I II III	Topic		Bloom's	Cognitive Skill Focus
	Introduction to Entrepreneurship	CO1	L2	Understanding, Applying
	Entrepreneurial Journey & Institutional Support	CO2, CO3	L2	Analyzing

IV	Introduction to IPR	CO4	L4	Applying
V	Research Publications & Technology Dissemination	C	L3	
	Startup Lifecycle	CO5	L3	