



INDIAN INSTITUTE OF TECHNOLOGY, KHARAGPUR

End-Autumn Semester 2018-19

Date of Examination : _____ Session (FN/AN) _____ Duration 3 hrs
Subject No. : EP 60022 _____ Subject Name : Technology Entrepreneurship _____
Department/Center/School : Rajendra mishra School of Engineering Entrepreneurship _____
Specific charts, graph paper, log book etc., required _____
Special Instructions (if any) : _____

1. Describe the four-stage process for product idea generation including five possible business models that technology entrepreneurs might use to monetize their products or services. [5]
2. Present a B-Plan of your choice, selecting any product or service or system. [6]
3. Explicate the elements in a project feasibility study report with brief illustration. [6]
4. Elucidate on the capital sourcing for a new business venture. [5]
5. Illustrate with a diagram the stages from filing to grant of patent. [4]
6. Discuss on the techniques of Technology Forecasting. [4]
7. (a) What is the usefulness of benchmarking? and (b) mention the steps Xerox business process benchmarking system. [3+3]
8. (a) "Cost of Quality is important for an enterprise" – explain and (b) highlight its components. [2 +3]
9. (a) "Design for Manufacturing is an essential consideration in technology based enterprise" – discuss and (b) illustrate briefly its features. [2+2]
10. Using Net Present Value Method, select the better options between Project A and Project B, from the following data and considering a discounting rate of 10%. [5]

	<u>Project A</u> (in Rs.)	<u>Project B</u> (in Rs.)
Initial Investment	33,60,000	36,00,000
Cash In flow-		
End of Year 1	11,20,000	22,40,000
End of Year 2	11,20,000	9,60,000
End of Year 3	11,20,000	8,00,000
End of Year 4	11,20,000	8,00,000
End of Year 5	11,20,000	8,00,000