



SASTRA

SAKSHI ANTHROPOLOGY

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School of Computing
First CIA Exam – Feb 2024
Course Code: MGT 207
Course Name: Introduction to
Innovation, Entrepreneurship and IP
Management.
Duration: 90 minutes Max Marks: 50

PART A

Answer all the questions $10 \times 2 = 20$ marks

1. Explain the concept of innovation space with a diagram
2. Discuss the tangible and intangible outcomes as the impact of innovation on the organization.
3. Explain the structured process of creativity.
4. Differentiate divergent and convergent thinking styles.
5. Discuss the characteristics of innovation.
6. How can data be converted to information?
7. How can organizations foster creativity.
8. Mention the types of innovation under marketing and distribution strategies
9. Define knowledge markets.
10. Compare and contrast radical and incremental innovation with suitable examples.

PART B

Answer all the questions $10 \times 3 = 30$ marks

11. How do you recognize innovation in products and services.
12. Explain the concept of knowledge management, starting from data to knowledge, knowledge generation and knowledge acquisition.
13. Enumerate the components of the innovative organization



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DEMENT TO BE UNIVERSITY



Second CIA Exam - March 2024

Course Code: MGT 207

Course Name: Introduction to Innovation, Entrepreneurship and IP Management

Duration: 90 minutes Max Marks: 50

PART A

5 X 2 = 10 MARKS

Answer all the questions

1. Mention the innovation at three levels.
2. Explain Ishikawa fishbone diagram with an illustrative example.
3. Discuss the concept of technology watch.
4. List down the various terms involved in effectuation process.
5. Sketch out the Lean management technique, as a scientific approach to creating and managing startups.

PART B

2 X 15 = 30 MARKS

Answer ANY 2 questions

6. As an entrepreneur, explain the various forms of business. Also describe the strategies for going global.
7. "It is a solution-based approach to solving problems, with an iterative process, categorizing alternative strategies and solutions." Identify the process and summarize the iterative process in detail.
8. Rani is a project manager with lot of projects to choose from. Give a guideline for Rani to evaluate the best project with both discounting and non-discounting criteria. Moreover, Rani would like to appraise her company with proper interpretation through ratio analysis. Explain the various ratios involved in it.

PART C

1 X 10 = 10 MARKS

Answer the question

9. Elucidate the stages of innovation with a clear mention of the various idea creation methodologies or techniques available.



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SAHAKARI ANANDH SASTRI

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1984-2024 40th

YOUNG FIRST TIME INNOVATION SOCIETY



School of Computing

Third CIA Exam – March 2024

Course Code: MGT 207

Course Name: Introduction to
Innovation, Entrepreneurship and IP
Management

Duration: 90 minutes Max Marks: 50

PART A

5 X 2 = 10 MARKS

Answer all the questions

1. Describe the innovation space with an apt diagram.
2. Explain the concept of thinking hats to enhance creativity.
3. Why do we need intellectual property rights?
4. List down the various empathizing tools involved in design thinking process.
5. Mention concept of copyright in intellectual property rights.

PART B

2 X 15 = 30 MARKS

Answer ANY 2 questions

6. Explain the effectuation process with clear mention of all the steps.
7. "Patents are the key to technology and technology is the key to innovation." Elucidate the patent filing procedure in detail.
8. Describe the nuances of copyright and trademark infringement and the remedies available for it.

PART C

1 X 10 = 10 MARKS

Answer the question

9. Ram has a great idea to start a business in the field of fintech. Propose a business plan, provided he needs to pitch it before a "Start-up India" panel. Ensure the business plan covers all functional aspects of your proposed business.