

Reg. No.

Question Paper Code

12033

B.E. / B.Tech. - DEGREE EXAMINATIONS, APRIL / MAY 2023

Fourth Semester

Computer Science and Business Systems

**20CBMG401 - INTRODUCTION TO INNOVATION, IP MANAGEMENT AND
ENTREPRENEURSHIP**

(Regulations 2020)

Duration: 3 Hours

Max. Marks: 100

PART - A (10 × 2 = 20 Marks)

Answer ALL Questions

- | | <i>Marks,
K-Level, CO</i> |
|---|-------------------------------|
| 1. Define the term "innovation" and provide examples of innovative products or services. | 2,K1,CO1 |
| 2. Explain the components of creativity and how they contribute to the innovation process. | 2,K2,CO1 |
| 3. Describe open innovation and provide real-life examples of how companies have used it to drive innovation. | 2,K2,CO2 |
| 4. Discuss specific strategies for effectively utilizing innovation when starting a new venture. | 2,K2,CO2 |
| 5. Compare and contrast the characteristics of an entrepreneurial personality with those of a non-entrepreneurial personality. | 2,K2,CO3 |
| 6. Define the term "competency" and explain its importance in the context of entrepreneurship. | 2,K1,CO3 |
| 7. Describe the role of incubators in supporting project development and financing. | 2,K2,CO4 |
| 8. Define "crowd funding" and provide examples of successful crowd funding campaigns. | 2,K1,CO4 |
| 9. Explain how trademarks protect intellectual property and give examples of situations where trademark protection would be beneficial. | 2,K2,CO5 |
| 10. Assess the significance of Intellectual Property Rights (IPR) in India, considering their impact on innovation, economic growth, and international competitiveness. | 2,K2,CO5 |

PART - B (5 × 13 = 65 Marks)

Answer ALL Questions

11. a) Explain the significance of recognizing the potential of an innovation in driving organizational growth and success. 13,K2,CO1

OR

- b) Apply the concept of innovation to a specific emerging economy and analyze how it has contributed to its socio-economic progress. 13,K3,CO1

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate; K6 – Create

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12. a) Apply the concept of integrating people, processes, and technology to a real-world scenario and analyze how it can enhance the outcomes of technological innovation projects. *13,K3,CO2*

OR

- b) Explain the reasons why open innovation and collaboration are considered beneficial in the development of new products and services, and discuss the potential challenges that may arise in implementing these approaches. *13,K2,CO2*

13. a) Classify the entrepreneurs into different types and Explain how their characteristics relate to each type. *13,K2,CO3*

OR

- b) Explain the role of entrepreneurship in economic development and the barriers to entrepreneurship. *13,K2,CO3*

14. a) Analyze the key components and methodologies involved in each type of feasibility study, compare and contrast their approaches and areas of focus. *13,K4,CO4*

OR

- b) Analyze the advantages and disadvantages of utilizing debts and term loans in financing a new venture, and assess the potential risks and challenges associated with these financing methods. *13,K4,CO4*

15. a) Describe how Intellectual Property Rights (IPR) contributes to the protection and incentivization of innovation, benefiting inventors, industries, and the overall preservation of intellectual property. *13,K2,CO5*

OR

- b) Analyze the different types of Intellectual Property Rights (IPR) protection available and discuss how each type contributes to the overall protection and promotion of innovation globally. *13,K4,CO5*

PART - C (1 × 15 = 15 Marks)

16. a) Consider a Company B is at the forefront of technological innovation in its industry. Assess the company's approach to managing technological innovation, including the integration of people, processes, and technology, and evaluate its impact on the organization's success. *15,K5,CO6*

OR

- b) Assume that DEF Corporation has developed a groundbreaking technology. Analyze the intellectual property landscape for DEF Corporation and suggest strategies for protecting their intellectual property rights. *15,K4,CO5*