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Question Paper Code	13466
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B.E. / B.Tech. - DEGREE EXAMINATIONS, APRIL / MAY 2025

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 (MCQ) (10 × 1 = 10 Marks)

Answer ALL Questions

- | | <i>Marks</i> | <i>K –
Level</i> | <i>CO</i> |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------|-----------|
| 1. What is the main goal of innovation?
(a) To create something completely original
(b) To improve existing products, services, or processes
(c) To increase company costs
(d) To eliminate competition | 1 | K1 | CO1 |
| 2. What is disruptive innovation?
(a) Innovation that makes no impact on the market
(b) Innovation that significantly alters industries or creates new ones
(c) Innovation that is slow and steady
(d) Innovation that only large companies can create | 1 | K1 | CO1 |
| 3. Which leadership style is most effective in fostering innovation?
(a) Autocratic (b) Transformational (c) Laissez-faire (d) Bureaucratic | 1 | K1 | CO2 |
| 4. Which of the following best supports a culture of innovation?
(a) Punishing employees for failure
(b) Encouraging experimentation and learning from mistakes
(c) Ignoring employee suggestions
(d) Prioritizing short-term profits over long-term growth | 1 | K1 | CO2 |
| 5. What is the main characteristic of an entrepreneur?
(a) Avoiding risk (b) Taking initiative and being innovative
(c) Following strict routines (d) Preferring job security over new opportunities | 1 | K1 | CO3 |
| 6. What is the primary goal of an entrepreneur?
(a) To avoid competition (b) To work under someone else's leadership
(c) To follow existing business models (d) To innovate and create value | 1 | K1 | CO3 |
| 7. What is the first step in project planning?
(a) Executing the project (b) Hiring employees
(c) Defining project objectives and scope (d) Closing the project | 1 | K1 | CO4 |
| 8. What does a project manager do?
(a) Manages the project team and ensures the project stays on track
(b) Handles only financial transactions
(c) Works independently without a team
(d) Avoids communication with stakeholders | 1 | K1 | CO4 |
| 9. Which of the following is NOT a type of intellectual property?
(a) Patent (b) Trademark (c) Copyright (d) Land title | 1 | K1 | CO5 |
| 10. What does a patent protect?
(a) A company's brand logo (b) An inventor's new product or process
(c) A musician's song (d) A book's title | 1 | K1 | CO5 |

PART - B (12 × 2 = 24 Marks)

Answer ALL Questions

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|----------------------------------------------------------------------|---|----|-----|
| 11. State one key characteristic of an innovative organization. | 2 | K1 | CO1 |
| 12. Define innovation. | 2 | K1 | CO1 |
| 13. Associate customer feedback's contribution to innovation. | 2 | K2 | CO1 |
| 14. State the benefits to an innovative organization. | 2 | K1 | CO2 |
| 15. Recall one key factor that helps build an innovative culture. | 2 | K1 | CO2 |
| 16. Compare why continuous learning is essential for innovation. | 2 | K2 | CO2 |
| 17. Differentiate between an entrepreneur and a businessman. | 2 | K2 | CO3 |
| 18. State the role of innovation in entrepreneurship. | 2 | K1 | CO3 |
| 19. Associate what break-even point means in financial planning. | 2 | K2 | CO4 |
| 20. Articulate one reason why businesses create financial forecasts. | 2 | K3 | CO4 |
| 21. Quote how long a copyright typically lasts. | 2 | K1 | CO5 |
| 22. Classify the meaning of a registered trademark. | 2 | K2 | CO5 |

PART - C (6 × 11 = 66 Marks)

Answer ALL Questions

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|----------------------------------------------------------------------------------------------------------------------------------------------------|----|----|-----|
| 23. a) Discuss how market needs and customer feedbacks influence the innovation process. | 11 | K2 | CO1 |
| OR | | | |
| b) Indicate the meaning of idea management process and mention the steps to manage ideas in organizations. | 11 | K2 | CO1 |
| 24. a) Explain the concept of open innovation and how it can benefit an organization. | 11 | K2 | CO2 |
| OR | | | |
| b) Infer the importance of managing an innovation portfolio and how an organization can prioritize and select innovative ideas for implementation. | 11 | K2 | CO2 |
| 25. a) Explain how innovation helps entrepreneurs maintain a competitive advantage in the marketplace. | 11 | K2 | CO3 |
| OR | | | |
| b) Classify how entrepreneurs can cultivate a culture of innovation within their organizations. | 11 | K2 | CO3 |
| 26. a) Construct the different types of innovations providing examples for each. | 11 | K3 | CO4 |
| OR | | | |
| b) Develop the role of leadership in driving innovation in project management. | 11 | K3 | CO4 |
| 27. a) Explain the role of IPR in promoting innovation and creativity. | 11 | K2 | CO5 |
| OR | | | |
| b) Infer how IPRs can be leveraged to foster collaboration and technology transfer in the field of innovation. | 11 | K2 | CO5 |
| 28. a) (i) Explain the role of innovation for businesses, and how they can benefit project outcomes. | 6 | K2 | CO4 |
| (ii) Illustrate the challenges and limitations associated with IPRs and their impact on innovation. | 5 | K2 | CO5 |
| OR | | | |
| b) (i) Explain potential challenges and risks associated with implementing innovation in businesses. | 6 | K2 | CO4 |
| (ii) Describe the importance of IPR management in a globalized world. | 5 | K2 | CO5 |