

B. TECH. (COMPUTER SCIENCE & BUSINESS SYSTEMS) (CBCS - 2018 COURSE)

B.Tech. (CSBS) Sem - IV :SUMMER- 2022

SUBJECT : INTRODUCTION TO INNOVATION, IP MANAGEMENT & ENTREPRENEURSHIP

Day : Wednesday

Date : 22-06-2022

S-20455-2022

Time : 10:00 AM-01:00 PM

Max. Marks : 60

N.B.

- 1) All questions are **COMPULSORY**.
- 2) Figures to the right indicate **FULL** marks.

Q.1 Explain IP rights in the context of innovation and entrepreneurship. **(10)**

OR

What are the different types of innovation? Explain each with the help of example.

Q.2 Explain Radical Innovation. **(10)**

OR

Discuss the challenges in Innovation during offering development and commercialization.

Q.3 What are the key aspects of Innovation and Entrepreneurship? **(10)**

OR

Based on your understanding, develop the Business Model Canvas for any one of the Indian unicorn.

Q.4 What is Market Research? Explain the methods of Market Research. **(10)**

OR

Design a Product Positioning Statement for a car of your choice.

Q.5 With example explain different forms of Intellectual Property. **(10)**

OR

Give the structure of a patent.

Q.6 Explain the lifecycle of Intellectual Property. **(10)**

OR

Describe Intellectual Property Risk Management.

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