



regarded as: (CO3)

- (a) Ecopreneur
- (b) Technopreneur
- (c) Intrapreneur
- (d) Social Entrepreneur

- 1-d. Seed capital assistance is \_\_\_\_\_. (CO4) 1
- (a) A long-term assistance
  - (b) Initial assistance
  - (c) A help for the purchase of seeds
  - (d) A short-term assistance
- 1-e. \_\_\_\_\_ is the activity of planning and organizing people, infrastructure, communication, and material components of a service in order to improve its quality and the interaction between the service provider and its customers. (CO5) 1
- (a) Product design
  - (b) Engineering design
  - (c) Service design
  - (d) Good design

**2. Attempt all parts:-**

- 2.a. Define characteristics of innovation. (CO1) 2
- 2.b. Define idea distillation. (CO2) 2
- 2.c. Define Unique Value Proposition. (CO3) 2
- 2.d. Explain financial projection. (CO4) 2
- 2.e. Define the term Intellectual property rights. (CO5) 2

**SECTION B**

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**3. Answer any three of the following:-**

- 3-a. Discuss about the factors involved in successful technological innovation. (CO1) 5
- 3-b. Describe the factors should you consider when developing a new product or service. (CO2) 5
- 3.c. Write a brief not on opportunity recognition in context to start a new venture. (CO3) 5
- 3.e. Discuss scope of industrial design in business. (CO5) 5
- 3.d. Explain Venture Capital and its main entities for startups. (CO4) 5

SECTION C

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**4. Answer any one of the following:-**

- 4-a. Briefly explain good innovation strategy. (CO1) 4
- 4-b. Define sustainable innovation, and how can it promote environmental sustainability and social responsibility. (CO1) 4

**5. Answer any one of the following:-**

- 5-a. Define the best practices for fostering a culture of innovation within your organization. (CO2) 4
- 5-b. Differentiate between Open vs Closed innovation. (CO2) 4

**6. Answer any one of the following:-**

- 6-a. State the characteristics of entrepreneurship. (CO3) 4
- 6-b. Explain Innovation Process for new Product Line. (CO3) 4

**7. Answer any one of the following:-**

- 7-a. Explain the difference between Debt and equity. (CO4) 4
- 7-b. Discuss any two schemes of Government for financing entrepreneurs. (CO4) 4

**8. Answer any one of the following:-**

- 8-a. Define various types of intellectual property. (CO5) 4
- 8-b. Define the steps to protect geographical indication. (CO5) 4

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