Printed Page:-4 **Subject Code:- BCSBS0405Z**

Roll. No:

NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

B.Tech

SEM: IV - THEORY EXAMINATION (2025 - 2026)

Subject: Introduction to Innovation, IP Management & Entrepreneurship

Time: 3 Hours **Max. Marks: 100**

General Instructions:

IMP: *Verify that you have received the question paper with the correct course, code, branch etc.*

1. *This Question paper comprises of* ***three Sections -A, B, & C.*** *It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.*

2. *Maximum marks for each question are indicated on right -hand side of each question.*

3. *Illustrate your answers with neat sketches wherever necessary.*

4. *Assume suitable data if necessary.*

5. *Preferably, write the answers in sequential order.*

6. *No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.*

SECTION-A 20

1. Attempt all parts:-

(1.1) Innovation can help to provide a temporary competitive advantage when: (CO1, K1) 1

(a) Barriers to entry are high.

(b) Barriers to imitation are low and intellectual property rights are difficult to enforce.

(c) There are few other competitors.

(d) Barriers to entry are low.

(1.2) Established firms relative to new firms are better at: (CO1, K2) 1

(a) All types of innovation.

(b) Innovation which is competence-enhancing.

(c) Innovation which is competence-destroying.

(d) Innovation which is disruptive.

(1.3) Before you can determine if a new venture is feasible, you must prepare______. (CO2, K2) 1

(a) Employees

(b) Taxes

(c) The office

(d) A business plan

(1.4) An asset of acquiring an existing business is customer loyalty called_____. (CO2, K1) 1

(a) Goodwill

(b) The use of customers' credit cards

(c) Ill will

(d) Customers' curiosity about the new owner

(1.5) "The more you understand your competitors, the more effectively you can __________". (CO3, K2) 1

(a) Segment your customers
(b) Target your customer
(c) Position your enterprise
(d) Plan your sales strategy

(1.6) The stage that immediately follows ideation in an entrepreneurial journey: (CO3, K1) 1

(a) Prototyping
(b) Testing
(c) Validation
(d) Commercialisation

(1.7) Student loan debt is an example of _____. (CO4, K2) 1

(a) Secured debt
(b) Unsecured debt
(c) Neither
(d) Both

(1.8) A home loan is an example of _____. (CO4, K2) 1

(a) Secured debt
(b) Unsecured debt
(c) Neither
(d) Both

(1.9) Purpose of a patent is _____. (CO5, K1) 1

(a) To encourage innovation by providing inventors with exclusive rights to their inventions
(b) To prevent others from making, using, or selling the patented invention
(c) To promote competition by allowing multiple inventors to patent the same invention
(d) To allow inventors to profit from their inventions without any restrictions

(1.10) Can software be patented? (CO5, K2) 1

(a) Yes, if it meets the eligibility criteria
(b) No, software is not eligible for patent protection
(c) It depends on the country and the specific software in question
(d) Only open-source software can be patented

2. Attempt all parts:-

(2.1) Define innovation strategy. (CO1, K1) 2

(2.2) Define idea distillation. (CO2, K1) 2

(2.3) Discuss in brief competitive Advantage. (CO3, K2) 2

(2.4) Define Entrepreneurship Financial Planning. (CO4, K1) 2

(2.5) Explain Infringement. (CO5, K2) 2

SECTION-B 30

Answer any <u>one</u> of the following:-

(3.1) Explain how research and development can act as a source of innovation, and state one limitation of relying only on R&D. (CO1, K2) 6

(3.2) Describe how customer needs influence innovation, and explain why firms should monitor user demand continuously. (CO1, K2) 6

Answer any one of the following:-

(3.3) Describe how a new venture can use innovative ideas to attract customers and investors. (CO2, K2) 6

(3.4) Compare go-it-alone innovation and collaborative innovation in the context of new product development. (CO2, K5) 6

Answer any one of the following:-

(3.5) Explain how a firm can maintain competitive advantage through continuous innovation. (CO3, K2) 6

(3.6) Discuss the role of strategy, resources, and capabilities in sustaining competitive advantage. (CO3, K2) 6

Answer any one of the following:-

(3.7) Explain the meaning of valuation in entrepreneurship, and discuss why it matters during fundraising. (CO4, K2) 6

(3.8) Discuss the challenges of valuing a new venture with limited operating history. (CO4, K2) 6

Answer any one of the following:-

(3.9) Discuss patent infringement and penalties, and explain why enforcement matters for inventors and firms. (CO5, K2) 6

(3.10) Explain the role of trademarks in marketing, and discuss why trademark protection is important for firms. (CO5, K2) 6

SECTION-C 50

4. Answer any <u>one</u> of the following:-

(4.1) Compare the advantages and limitations of knowledge push and need pull innovations. (CO1, K5) 10

(4.2) Discuss the role of market demand in shaping innovative products and services. (CO1, K2) 10

5. Answer any <u>one</u> of the following:-

(5.1) Explain the importance of innovation-driven strategies for the success of new ventures. (CO2, K2) 10

(5.2) A food company wants to launch a new healthy snack for urban consumers. Apply the process of creating new products and services to explain the steps it should follow. (CO2, K3) 10

6. Answer any <u>one</u> of the following:-

(6.1) Discuss the role of Intellectual Property Rights in promoting entrepreneurship and business growth. (CO3, K2) 10

(6.2) A company wants to enter a new market with a fresh product. Apply entry strategy 10 concepts to recommend the best way to enter. (CO3, K3)

7. Answer any <u>one</u> of the following:-

(7.1)	Analyze the factors affecting the selection of financing sources in entrepreneurship. (CO4, K4)	10
(7.2)	A startup is preparing a business plan for investors but has no sales history. Apply financial projections to explain how it can demonstrate future potential. (CO4, K3)	10

8. Answer any <u>one</u> of the following:-

(8.1)	Analyze the role of different forms of Intellectual Property Rights in promoting innovation and business growth. (CO5, K4)	10
(8.2)	A firm is comparing debt financing, venture capital, and other funding sources. Apply financing concepts to recommend the best source for a new venture. (CO5, K3)	10