

**INTRODUCTION TO INNOVATION AND ENTREPRENEURSHIP
(CSBS 2204)**

Time Allotted : 3 hrs

Full Marks : 70

Figures out of the right margin indicate full marks.

*Candidates are required to answer Group A and
any 5 (five) from Group B to E, taking at least one from each group.*

Candidates are required to give answer in their own words as far as practicable.

**Group – A
(Multiple Choice Type Questions)**

1. Choose the correct alternative for the following: **10 × 1 = 10**

- (i) Which of the following is/are true in the context of patenting of drugs?
 - (a) Process patents were easier
 - (b) Product patents have rights on the molecule
 - (c) R and D for drug development and patenting is a costly affair
 - (d) All of the foregoing.
- (ii) In India, trademarks can be registered under the Trade Marks
 - (a) Act 1958
 - (b) Act 1985
 - (c) Act 1991
 - (d) Act 1999.
- (iii) Intellectual properties are
 - (a) Fixed assets
 - (b) Intangible assets
 - (c) Tangible assets
 - (d) None of the foregoing.
- (iv) Unicorn is
 - (a) Private business
 - (b) Public company
 - (c) Business of 100000 dollars
 - (d) None of the foregoing.
- (v) One of the major characteristics of Start-ups is
 - (a) Traditional
 - (b) Innovative
 - (c) Labour intensive
 - (d) Capital intensive.
- (vi) Which of these is not a type of entrepreneurship?
 - (a) Small business entrepreneurship
 - (b) Scalable entrepreneurship
 - (c) Large scale entrepreneurship
 - (d) Intrapreneurship.
- (vii) Which of these actions of an entrepreneur will most likely result in creative destruction?
 - (a) Developing a new product
 - (b) Taking over a competitor's business
 - (c) Issuing shares to individuals and institutions
 - (d) Lowering prices of your product or service.

- (viii) Which of these is not a challenge for the entrepreneur?
(a) Managing the cash flow of their business
(b) Recruiting new employees
(c) Choosing the product or service to sell in the market
(d) Formulating rules and regulations relating to conducting entrepreneurship in their country.
- (ix) The surroundings of business enterprise which have impact on the growth of business is called
(a) Environment (b) Surroundings
(c) Both (a) and (b) (d) None of these.
- (x) Which of the following are main non-economic factors?
(a) Social factors (b) Personality factors
(c) Psychological factors (d) All of the above.

Group- B

2. (a) What is the basic difference between a businessman and an entrepreneur? [Analyse/IOCQ]
(b) What are the risks involved in entrepreneurship? [Apply/IOCQ]
(c) How is market for a new product created? [Analyse/IOCQ]
4 + 4 + 4 = 12
3. (a) Give a few examples of imitated products. [(CO1)(Understand/LOCQ)]
(b) Sometimes imitation is a precursor to innovation. Explain. [(CO1)(Analyse/IOCQ)]
(c) Innovation is more of a state of mind. Explain. [(CO1)(Analyse/IOCQ)]
4 + 4 + 4 = 12

Group - C

4. (a) Software development goes well with our mindset. Explain. [(CO2)(Evaluate/HOCQ)]
(b) What are the areas where software development will be of importance in the next ten years? [(CO2)(Evaluate/HOCQ)]
(c) Who is the founder of Facebook? [(CO2)(Remember/LOCQ)]
(d) How does Facebook run its business? [(CO2) (Analyse/IOCQ)]
4 + 4 + 1 + 3 = 12
5. (a) What is copyright? [Remember/LOCQ]
(b) What kind of protection is derived out of copyright? Discuss. [Evaluate/HOCQ]
(c) Discuss the relevance of copyright to stop plagiarism. [Analyse/IOCQ]
4 + 4 + 4 = 12

Group - D

6. (a) What are the barriers of International Business? [(CO4)(Remember/LOCQ)]
 (b) What are the differences between domestic and international entrepreneurship? [(CO2)(Remember/LOCQ)]
 (c) How the entrepreneurship aggravates the global economic development? [(CO1)(Analyze/IOCQ)]
4 + 3 + 5 = 12
7. (a) How IP system is an asset for innovative entrepreneurship? [(CO1)(Remember/IOCQ)]
 (b) Why is IP important for innovation? [(CO3)(Understand/LOCQ)]
 (c) Discuss the role of IP policy in innovation and entrepreneurship with a live case. [(CO1)(Analyze/HOCQ)]
3 + 3 + 6 = 12

Group - E

8. (a) What is the key to social entrepreneurship? [(CO5)(Remember/LOCQ)]
 (b) How can social entrepreneurs help in improving the quality of life of people in a certain society? [(CO6)(Understand/LOCQ)]
 (c) How social entrepreneurs are different from entrepreneurs? [(CO5)(Analyse/IOCQ)]
4 + 4 + 4 = 12
9. (a) How does technology cause Social Change? [(CO1)(Remember/LOCQ)]
 (b) How technology integrates social change and entrepreneurship? [(CO1)(Understand/IOCQ)]
 (c) What are the business strategies that can be taken for social change? [(CO6)(Analyse/IOCQ)]
3 + 4 + 5 = 12

Cognition Level	LOCQ	IOCQ	HOCQ
Percentage distribution	31.25	50	18.75

Course Outcome (CO):

After the completion of the course students will be able to

1. Learn the various aspects of innovation.
2. Identify methods of fostering innovation.
3. Understand the concept and theories of entrepreneurship.
4. Recognize the qualities of entrepreneurs that contribute to their success.
5. Identify social entrepreneurship opportunities.

6. Generate several ideas for potential businesses based on important trends and each student's interests.

*LOCQ: Lower Order Cognitive Question; IOCQ: Intermediate Order Cognitive Question;
HOCQ: Higher Order Cognitive Question