



VIT

Vellore Institute of Technology
(Declared to be University under section 3 of UGC Act, 1956)

SCHOOL OF COMPUTER SCIENCE AND ENGINEERING
CONTINUOUS ASSESSMENT TEST - I
FALL SEMESTER 2025-2026

SLOT: B1+TB1

Programme Name & Branch : B.Tech. Computer Science and Engineering & Business Systems
Course Code : MGT2001
Course Name : Introduction to Innovation, IP Management & Entrepreneurship
Faculty Name(s) : Dr. Sovan Sundar Dasgupta
Class Number(s) : VL2025260105641

Date of Examination : 18.08.2025
Exam Duration : 90 minutes

Maximum Marks: 50

General instruction(s):

- Answer All Questions

Q. No	Question
1.	Explain INNOVATION AS A CORE BUSINESS PROCESS. Using pertinent case studies from various industries, describe the effects of this strategy. Discuss various types of innovation with examples.
2.	Discuss the role of leadership in innovation. Also discuss the barriers to innovations and state a few strategies to overcome these barriers.
3.	Differentiate between knowledge and need driven innovation with key characteristics. How can a company choose which strategy to use?
4.	Explain the essential elements of an innovative company.
5.	Discuss several factors affecting the success or failure of a product.