



B.Tech - Even Sem : End Semester Exam
Academic Year:2021-2022

19CS3267R - Business of Games & Entrepreneurship
Set No: 4

Time:		Max.Marks: 100					
S.NO	Answer All Questions	Choice	Options	Marks	CO	CO BTL	COI BTL
1.	Define IPR. List out different types of IPRs. How Gaming Industry looks with respect to IP Law. Justify with suitable scenario	choice Q-2		10Marks	CO1	2	1
2.	Detail some of the funding models available for Gaming Startups. Elaborate			10Marks	CO1	2	1
3.	List out some of the popular Cartoon shows in India. Identify and narrate some of the unique features (in terms of Mechanics, Dynamics & Aesthetics) of any Five Cartoon shows (Like Chotu and Motu)	choice Q-4		15Marks	CO1	2	2
4.	Illustrate the process of B2B and B2C Mobile Game distribution methods with examples. Elaborate and list out few of the famous distribution channels in India			15Marks	CO1	2	2
5.	Categorize the teams and its members for Gaming Project. Justify the importance of each team and role of each member in the team. Who are different members in Production team?	choice Q-6		10Marks	CO2	2	1
6.	Specify some of the iterative design philosophies in project management techniques. Elaborate on Agile Methodology in Game Development			10Marks	CO2	2	1
7.	Signify the importance of Role of Leadership in Game Development project. Highlight some of the key points mentioned by Jesse Schell, founder of Schell Games Founder in his GDC Leadership Talk	choice Q-8		15Marks	CO2	2	2
8.	Define Agile, Scrum.& Kanban technology for Game Development. Is Scrum technology best suitable for Game Development? Justify your answer			15Marks	CO2	2	2
9.	List out different categories of effective visuals in demonstrating a gaming project. list out different elements in using graphics	choice Q-10		10Marks	CO3	2	1
10.	Explore different ways of demonstrating a Gaming Project. When do you think a demo is required for Gaming Startup			10Marks	CO3	2	2
11.	Equipment is the major important component in Game development project. How to make an effective demo presentation under this component. Justify with respect to Business pitch philosophy	choice Q-12		15Marks	CO3	2	2
12.	Give a snap shot in preparing Resumes for Gaming Startup with respect to various roles like Artist, Developer and Producer Highlight some important sections in each one			15Marks	CO3	2	2
13.	Define Total Entrepreneurial Activity Index (TEA Index).Differentiate between Factor driven Economy and innovation Driven Economy	choice Q-14		10Marks	CO4	2	1
14.	List out different categories of company incorporations under Ministry of Corporate Affairs (MCA). Highlight the advantages and disadvantages of each one			10Marks	CO4	2	1
15.	Define Entrepreneur and Entrepreneurship. Elaborate the characteristics of an Entrepreneur. Specify the characteristics suitable for Gaming Business. Give a suitable example	choice Q-16		15Marks	CO4	2	1
16.	Give a snapshot of Startup India Website. Highlight the key resources available as an opportunity for an Entrepreneur. List out the five criteria required for Startup Recognition under DIPPT.			15Marks	CO4	2	2

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