

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(MID SEMESTER EXAMINATION)**

**CLASS: BE
BRANCH: BIOTECH**

**SEMESTER: VII
SESSION : MO/2018**

SUBJECT : BT8021 BIOTECHNOLOGY MANAGEMENT

TIME: 1.5 HOURS

FULL MARKS: 25

INSTRUCTIONS:

1. The total marks of the questions are 30.
 2. Candidates may attempt for all 30 marks.
 3. In those cases where the marks obtained exceed 25 marks, the excess will be ignored.
 4. Before attempting the question paper, be sure that you have got the correct question paper.
 5. The missing data, if any, may be assumed suitably.
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- Q1 (a) What is the significance of biotechnology entrepreneurship? [2]
(b) Discuss the key challenges in setting up a biotechnology enterprise. [3]
- Q2 (a) What important factors can be considered for identifying a business opportunity? [2]
(b) Give a brief outline for the parameters essential for the preparation of a project proposal to setup a biotechnology product-based enterprise. [3]
- Q3 (a) What are the steps involved in marketing segmentation procedure? [2]
(b) Explain the bases for segmenting business market. [3]
- Q4 (a) Write a note on the importance of marketing strategies. [2]
(b) Explain different types of attack strategies in marketing. [3]
- Q5 (a) How the marketing strategies are decided for a future product? [2]
(b) What important steps can be taken for development of marketing strategy for a biotechnological product? [3]
- Q6 (a) How advertisement messages are decided? [2]
(b) What is the importance of selecting specific media vehicle and selection of media timing? [3]

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