

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

**CLASS: MSC
BRANCH: BT**

**SEMESTER : III
SESSION : MO/19**

SUBJECT: BT510 BIOTECHNOLOGY ENTERPREURSHIP

TIME: 3 HOURS

FULL MARKS: 50

INSTRUCTIONS:

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Before attempting the question paper, be sure that you have got the correct question paper.
 5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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- Q.1(a) What are the important units of core concept of marketing? Draw these blocks as a flow chart and explain each of them with reference to the global marketing. [5]
- Q.1(b) How entrepreneurship is important in biotechnology? What are the important components of a modern biotechnology enterprise? [5]
- Q.2(a) What are the important traits of an entrepreneur? How an entrepreneur is different from a professional manager? [5]
- Q.2(b) Write about the important bases for segmenting consumer market. How the market segmentation helps in development of new product ideas? [5]
- Q.3(a) What are the important components of a project proposal targeting to get fund for establishing an enterprise? Illustrate these components with a draft proposal. [5]
- Q.3(b) What is the importance of training for entrepreneurs? Explain different methods of training for entrepreneurs. [5]
- Q.4(a) Illustrate different stages of entrepreneurship development. How selection of site is very important for setting up an enterprise. Explain. [5]
- Q.4(b) Globalization opens new avenues for the development of entrepreneurship ventures. Give your opinion in favor or against this statement. [5]
- Q.5(a) How biotechnology entrepreneurship can stimulate the economy of the country? Discuss the risk and challenges in setting up a biotechnology enterprise. [5]
- Q.5(b) Illustrate the steps involved in commercialization of a biotechnological product. [5]

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