

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

**CLASS: BE  
BRANCH: BIOTECHNOLOGY**

**SEMESTER: VII  
SESSION : MO/2019**

**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) How biotechnology entrepreneurship is important for the growth of country? [2]  
(b) What are the common essential functional components of a grown biotechnology enterprise? [3]
- Q2 (a) What are the main sources of manpower recruitment? [2]  
(b) What are the important stages of manpower selection procedure in an industry? [3]
- Q3 (a) What do you understand by market segmentation? [2]  
(b) Discuss the important bases for segmenting consumer market. [3]
- Q4 (a) How public relations can support to attain the business objectives? [2]  
(b) What communication tools should be adopted to reach out the perspective customers of your product and how? [3]
- Q5 (a) Write a note on the 'key factors in launching successful new products'. [2]  
(b) Discuss five creative idea generating technique for development of a new product. [3]
- Q6 (a) What is your opinion about globalization? [2]  
(b) How globalization is important for development of market strategies for a biotechnology firm? [3]

::: 23/09/2019M :::::