

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

CLASS: M.Sc
BRANCH: BIOTECHNOLOGY

SEMESTER : III
SESSION : MO/2022

SUBJECT: BT510 BIOTECHNOLOGY ENTREPRENEURSHIP

TIME: 3:00 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) Explain the core concept of marketing and explain the challenges in marketing of a technological product. [5] CO1
- Q.1(b) What types of products are most popular for biotechnology entrepreneurship? How a biotechnology enterprise is different from other sector's enterprise? [5] CO2
- Q.2(a) Explain the grammar of entrepreneurship with the key attributes of an entrepreneur. [5] CO2
- Q.2(b) Explain the different types of marketing strategies. Which technique you will prefer for a pushing a new product in market? [5] CO3
- Q.3(a) What is the meaning of a project for biotechnology entrepreneurship? Design a project proposal for getting fund for installation of a biotechnology enterprise. [5] CO1
- Q.3(b) What do you understand by business environment? Discuss different environmental influences for development of entrepreneurship. [5] CO2
- Q.4(a) Explain important steps for establishing a small enterprise. How incentives and subsidies are important for entrepreneurship? [5] CO4
- Q.4(b) Globalization opens new avenues for the development of entrepreneurship ventures. Give your opinion in favor or against this statement. [5] CO2
- Q.5(a) What is the significance of biotechnology entrepreneurship in nation's economy? Discuss the key challenges in setting up a biotechnology enterprise. [5] CO3
- Q.5(b) Illustrate the steps involved in commercialization of a biotechnological product. [5] CO4

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