



B.TECH DEGREE EXAMINATIONS: NOV/DEC 2022

(Regulation 2018)

Fifth Semester

BIOTECHNOLOGY

U18BTE0010: Bioentrepreneurship

COURSE OUTCOMES

- CO1:** Learn about the factors, attributes and indicators of bio-entrepreneurship.
CO2: Learn business strategies and technology transfer in biotech companies.
CO3: Illustrate the components of biotechnology companies.
CO4: Impart the knowledge on Creativity, Innovation and New product development.
CO5: Inculcate novel strategies on identifying market demands, establishing market niche.
CO6: Understand the market and product development strategies

Time: Three Hours

Maximum Marks: 100

Answer all the Questions:-

PART A (10 x 1 = 10 Marks)

1. Match the type of entrepreneur with the type of business involved:

CO1 [K₂]

List I	List II
A. Intrapreneurship	i. Improve the quality of product
B. Imitator	ii. Who start an industry with innovative idea and skill
C. First Generation Entrepreneur	iii. Who copy certain business ideas
D. Technical entrepreneur	iv. Business from a Company

- | | A | B | C | D |
|----|-----|-----|-----|----|
| a) | ii | i | iii | iv |
| b) | iii | iv | ii | i |
| c) | iv | iii | iv | i |
| d) | iii | i | ii | iv |

2. Which of these is not a challenge for the entrepreneur?

CO1 [K₃]

- | | |
|--|---|
| a) Managing the cash flow of their business | b) Recruiting new employees |
| c) Choosing the product or service to sell in the market | d) Formulating rules and regulations relating to conducting |

entrepreneurship in their country

3. Main functions of entrepreneur are: CO2 [K₂]
1. To imagine a business idea
 2. To setup business / enterprise.
 3. To start managerial training
 4. To grow at a slow and controlled pace.
- Choose the correct answer.
- a) 1,3 b) 1,4
- c) 1,2 d) 2,3
4. The Securities and Exchange Board of India (SEBI) is not responsible for _____. CO2 [K₂]
- a) Ensuring fair practices by companies b) Investor protection
- c) Improving the earnings of shareholders d) Promoting efficient services by brokers
5. Assertion (A): MSMEs are important for the Nation's Economy. CO3 [K₄]
Reason (R): MSME significantly contribute to industrial production, exports and employment
- a) Both A and R are Individually true and R is the correct explanation of A b) Both A and R are Individually true but R is not the correct explanation of A
- c) A is true but R is false d) A is false but R is true
6. What is a key obstacle to the success of non-traditional partnerships? CO3 [K₂]
- a) Lack of investment by a multinational firm b) Lack of trust between partners
- c) Lack of expertise within a multinational firm d) Lack of government support
7. Arrange the steps in patenting the invention in CORRECT order: CO4 [K₂]
1. File a main patent application
 2. File a provisional patent application
 3. The Patent Examination Process
 4. Maintain your patent.
- a) 2-3-4-1 b) 1-3-2-4
- c) 3-4-2-1 d) 2-1-3-4
8. Which of the following identifies as a trademark? CO4 [K₅]
- a) Name, symbol b) Symbol, logo

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|-----|----|--|---|-----|------|
| 22. | a) | Evaluate the diversification of risks in a business to improve the performance of a company. | 7 | CO2 | [K4] |
| | b) | Critically analyse on the importance of stocks and shares to generate the funds for profit / business. | 7 | CO2 | [K2] |
| 23. | a) | Discuss in detail on critical paths/steps to start a new biotech venture with an example. | 7 | CO3 | [K3] |
| | b) | How is product selection important in creating new successful biotechnology venture? | 7 | CO3 | [K4] |
| 24. | a) | Describe the crucial role of licensing and accessing to obtain University technology for mass production by industries | 7 | CO4 | [K4] |
| | b) | Explain various funding agencies in India for industrial development and research work | 7 | CO4 | [K3] |
| 25. | a) | Analyze the necessities of competing in a crowded marketplace to increase the business revenue | 7 | CO5 | [K5] |
| | b) | Describe the historical development of any one successful Indian entrepreneur | 7 | CO5 | [K3] |
| 26. | a) | Discuss the history of any pioneering global biotechnology company. | 7 | CO3 | [K3] |
| | b) | What are strategies that are followed by the companies to identify market demands? | 7 | CO5 | [K4] |
