



**B.TECH DEGREE EXAMINATIONS: NOV/DEC 2023**

(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 2 = 20 Marks)  
 (Answer not more than 40 words)**

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|--|-----|-------------------|
| 1. Define Entrepreneurship.                                  | CO1 | [K <sub>1</sub> ] |
| 2. Describe any two factors affecting entrepreneurship.      | CO1 | [K <sub>2</sub> ] |
| 3. Depict the difference between stocks and shares.          | CO2 | [K <sub>2</sub> ] |
| 4. Enlist the methods for diversification of risk.           | CO2 | [K <sub>2</sub> ] |
| 5. Interpret the path for new biotech venture.               | CO3 | [K <sub>2</sub> ] |
| 6. Recall any five leading biotech Industries in India.      | CO3 | [K <sub>3</sub> ] |
| 7. Relate the importance of licensing in biotechnology.      | CO4 | [K <sub>2</sub> ] |
| 8. Identify the funding agencies for research in India.      | CO5 | [K <sub>L</sub> ] |
| 9. List the strategies to compete in a crowded market place. | CO6 | [K <sub>3</sub> ] |
| 10. Why is it important to establish a niche in the market?  | CO6 | [K <sub>2</sub> ] |

**Answer any FIVE Questions:-  
 PART B (5 x 16 = 80 Marks)  
 (Answer not more than 400 words)**

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|--|---|-----|-------------------|
| 11. a) Enumerate the steps in bioentrepreneurship development.                 | 8 | CO1 | [K <sub>4</sub> ] |
| b) "Bioentrepreneurship is a syngeneses of two large domains namely biological | 8 | CO1 | [K <sub>4</sub> ] |

science and entrepreneurship with the former largely encompassing on the biotechnological process” – Justify with a startup example.

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|-----|----|---|----|-----|-------------------|
| 12. | a) | Elaborate the steps in writing a biotechnology based business proposal.   | 8  | CO2 | [K <sub>4</sub> ] |
|     | b) | “Trade benefits lower-income households by increasing competition in the market and helping to keep prices lower”-Enunciate on the types and benefits of trading. | 8  | CO2 | [K <sub>4</sub> ] |
| 13. | a) | Relate the history and growth of any one pioneering biotechnology company in India.   | 8  | CO3 | [K <sub>4</sub> ] |
|     | b) | Connect the factors affecting product selection for new biotechnology venture.  | 8  | CO3 | [K <sub>4</sub> ] |
| 14. |    | Reframe the importance of intellectual property in biotechnology? Defend how Intellectual Property Rights protects Biotechnology.                                 | 16 | CO4 | [K <sub>5</sub> ] |
| 15. |    | Compose a note on Licensing of biotechnological invention. Why is access to technology important for students? Justify.   | 16 | CO5 | [K <sub>4</sub> ] |
| 16. | a) | Analyse the strategies to identify market demands.  | 8  | CO6 | [K <sub>5</sub> ] |
|     | b) | “Competing in a crowded market place is challenging” – Appraise the statement.  | 8  | CO6 | [K <sub>5</sub> ] |

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