

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -2 EXAMINATION- Apr 2018

B.Tech Xth Semester

COURSE CODE: 14M11BT214

MAX. MARKS: 25

COURSE NAME: Bio-entrepreneurship and Management

COURSE CREDITS: 02

MAX. TIME: 1Hr 30 Min

Note: All questions are compulsory.

1. What do you understand by Business Angel? [1]
2. What are the major reasons of failing of bio-based ventures? [2]
3. a) What is meant by business model? [1]
b) Why a business plan is important? [1]
c) What is the difference between Market Pull Analysis and Science Push Analysis? [2]
4. a) What is Corporate Social Responsibility (CSR)? Why it is important for a company? Explain with suitable examples [3]
b) How CSR is different from social obligation? [1]
c) What are the different forms of CSR available in our country? [2]
5. What are the start-up stages before market entry and launch? Explain the importance of each stage. [3]
6. What are the business ethics? How it is important for any organization? Why some organizations show unethical behaviors? [3]
7. Entrepreneurships play important role in the development of economy of the country. Justify the statement. [3]
8. What is competition? How the competitors play an important role in deciding the marketing strategy of a new venture? [3]