

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -3 EXAMINATION- May 2018

B.Tech Xth Semester

COURSE CODE: 14M11BT214

MAX. MARKS: 35

COURSE NAME: Bio-entrepreneurship and Management

COURSE CREDITS: 02

MAX. TIME: 2 Hrs.

Note: All questions are compulsory.

- 1..a) What does 'LLC' stands for? [1]
 b) What is venture capital? [1]
 c) Expand the word 'SCAMPER' as a tool of ideation. [1]
 d) Who are Nascent entrepreneurs? [1]
 e) What is the role of an entrepreneur? [1]
- 2..a) What is the minimum paid-up capital of a Private Limited Company? Can we increase it later after the registration of company and how? [2]
 b) What are the major advantages of making a Limited company? [2]
 c) What are the criteria need to be evaluated before making a decision about the type of business to form? [3]
 d) What do you understand by Mission Statement? How it is different from Vision statement of an organization [3]
3. a) What is meant by Strategic planning? Explain the Strategic planning process for an organization. [3]
 b) What do you understand by SWOT analysis? Design a SWOT matrix for a reputed company 'NESTLE'. [3]
4. a) Bioentrepreneurship is a bridge between science and business. Explain the statement with suitable examples. [2]
 b) Describe the opportunities that arise from social, culture and demographic changes. [3]
 c) How the ethical and legal issues in entrepreneurship are different? [2]
5. Differentiate between Following: [4]
 a) Social responsibility and Social obligation
 b) Invention and Innovation
6. What are the different sectors of biotechnology in which you are seeing opportunities for opening a bio-based company in India and why? [3]