

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST-3 EXAMINATION- JUNE -2016

BTDD/ M.Tech 2nd Semester

COURSE CODE: 14M11BT214

MAX. MARKS: 35

COURSE NAME: Bioentrepreneurship & Management

COURSE CREDITS: 02

MAX. TIME: 2 HRS

Note: All questions are compulsory. Carrying of mobile phone during examinations will be treated as case of unfair means.

Q1. How you can prove that a well structured strategy is vital for successful entrepreneurship? Cite example of case study. (5)

Q2. Downturns in the business is foreseeable. Comment on the statement by raising all issues for the same and how one can manage it? (5)

Q3. For the organizational growth strategy which different ways of current and new products can be tapped for improving the growth of business ? Which one is riskiest among all and why? (5)

Q4. Write short notes:

- a) Rewards and Challenges of being entrepreneur
- b) Mistakes in Bioentrepreneurship ventures
- c) Herzberg's theory
- d) Turndown strategy
- e) Financial ratio analysis 5x2=10

Q5. Why Human Resource Management is needed for the entrepreneurship? Which practices needed to be followed for the effective management of it. (5)

Q6. Shilpi has decided to run bioentrepreneurship venture for probiotics production. What suggestions being an expert you would like to give for the successful accomplishment of it. (5)