

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -I EXAMINATIONS-2023

M.Tech-II Semester (BT)

COURSE CODE (CREDITS): 18M11BT214 (2)

MAX. MARKS: 15

COURSE NAME: Bioentrepreneurship & Management

COURSE INSTRUCTORS: Dr Hemant Sood

MAX. TIME: 1 Hour

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*Note: All questions are compulsory. Marks are indicated against each question in square brackets.*

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Q1. Different characteristics are contributing to building a strong economy via start-ups. For bioentrepreneurship and its management which factors would you think to play a significant role and how? Explain by citing an example. (CO1 (3)

Q2. Being a bioentrepreneur, which would be your vision for the success of enterprise associated with edible vaccine production in India? (CO2) (3)

Q3. Mention the key elements of entrepreneurship and intrapreneurship. Which would be your choice for future perspective and why? (CO 1 & 2) (3)

Q4. You are working as Quality head in Loreal for launching a new anti-aging crème having fruit extracts. Which major factors determine the success of this product in the market? Conceptualize a strategy for this entrepreneurial venture. (CO1 & CO2) (3)

Q5. Which entrepreneurial skills would be required for the development of start-ups and their effective functioning at the national and international levels? Cite a case study for the same. (CO1 & 2)(3)