

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -1 EXAMINATIONS-2024

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

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

- Q1. Being a bioentrepreneur, what would be your vision for the success of enterprise associated with diet food production in India? Which bioentrepreneur skills are required for the enterprise? (4)
- Q2. You are launching a new anti-ageing crème having fruit extracts. Which major factors being entrepreneurs you would determine for the launch of this product in the market? How does IP protection add value to it? (3)
- Q3. What are the essential features of a Bioentrepreneur? Why it is different from the usual proprietorship? Explain it by using any case study of a Bioentrepreneur showing a business strategy for achieving success in venture making. (3)
- Q4. What are the different classifications of entrepreneurs? How different types of innovations contribute to its success. (3)
- Q5. Which is the most important component of an entrepreneurial venture and why?(2)