

COURSE CODE (CREDITS): 20MS1BT314

MAX. MARKS: 25

COURSE NAME: Bioentrepreneurship

COURSE INSTRUCTORS: Dr. Saurabh Bansal

MAX. TIME: 1 Hour 30 Minutes

*Note: (a) All questions are compulsory.*

Q. No.	Question	Marks
Q1	List the essential steps in Business start-up.	2
Q2	Define Ideation.	1
Q3	Describe biomimetics with two suitable examples.	3
Q4	Describe different types of Business models. Give an example of at least one business model.	3
Q5	Imagine you are the CEO of a mid-sized pharmaceutical company looking to expand its market share in the competitive landscape of the pharmaceutical industry.  What strategies would you implement to differentiate your company from competitors and gain a competitive edge?	2
Q6	What are the key components of a successful business plan for a juice startup?	2
Q7	What do you understand by the bootstrapping method? What are the key advantages of bootstrapping a startup compared to seeking external funding?	3
Q8	What role does CSR play in enhancing a company's brand reputation and customer loyalty?	3
Q9a	Imagine you are advising a group of entrepreneurs who are looking to start a new tech company in India. They are trying to decide on the best business structure for their venture.  What are the advantages and disadvantages of setting up the startup as a private limited company versus an LLP?	3
Q9b	How does the choice of business structure impact the company's ability to raise funds through investors or public offerings?	3