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Barasat, Kolkata -700125

BRAINWARE UNIVERSITY

Term End Examination 2024-2025

Programme – B.Sc.(MLT)-2022

Course Name – Medical Entrepreneurship

Course Code - BMLTE604B

(Semester VI)

Full Marks : 60

Time : 2:30 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)

1 x 15=15

1. Choose the correct alternative from the following :

- (i) Examine-which of the following is NOT a characteristic of successful entrepreneurs?
- a) Risk-taking
 - b) Innovation
 - c) Lack of persistence
 - d) Visionary thinking
- (ii) State-what is medical entrepreneurship?
- a) Providing free medical services to underserved communities
 - b) Developing, marketing, and managing healthcare-related businesses or innovations
 - c) Managing a hospital or clinic on behalf of a government organization
 - d) Investing in pharmaceutical stocks for profit
- (iii) Select-which of the following is a common challenge faced by medical entrepreneurs?
- a) Limited market demand for healthcare innovations
 - b) Strict regulatory approvals for medical products and services
 - c) Lack of access to healthcare professionals
 - d) Lack of funding in the healthcare industry
- (iv) State-why is informed consent important in medical entrepreneurship?
- a) It increases the cost of clinical trials
 - b) It is required only for regulatory approval purposes
 - c) It protects patients' rights by ensuring they are fully aware of risks and benefits
 - d) It helps avoid lawsuits from patients
- (v) Select-which of the following is an example of social responsibility in medical entrepreneurship?
- a) Developing a healthcare app that caters exclusively to wealthy individuals
 - b) Partnering with non-profit organizations to provide low-cost medical devices to rural areas
 - c) Charging high prices for life-saving drugs to maximize revenue
 - d) Avoiding partnerships with public health initiatives

- (vi) State why problem identification crucial in the idea generation phase of medical entrepreneurship?
- It helps in identifying competitors
 - It ensures that the ideas generated address real healthcare challenges
 - It limits the scope of potential innovations
 - It guarantees immediate success in the market
- (vii) State-how can medical entrepreneurs benefit from licensing Intellectual Property (IP)?
- By offering their technology free of charge
 - By relinquishing control of their innovation to large corporations
 - By avoiding legal issues related to patents
 - By allowing third parties to use their innovations in exchange for royalties
- (viii) Identify-which of the following is a key factor when assessing the market potential for a new medical product?
- The number of competitors in non-medical industries
 - The scalability and adoption of the product across different healthcare settings
 - The cost of importing raw materials for manufacturing
 - The founder's personal connections within the industry
- (ix) Identify-Which of the following is NOT typically considered when evaluating the market potential of a medical product?
- Regulatory challenges in the healthcare industry
 - Current market size and growth trends
 - Market competition and alternative solutions
 - The personal opinions of the entrepreneurs developing the product
- (x) Identify the factor that would most likely affect the market potential of a new medical device?
- The education level of healthcare professionals
 - The level of public awareness about the condition the device treats
 - The company's internal marketing budget
 - The availability of office space in urban areas
- (xi) Predict-what is the primary objective of forecasting in medical entrepreneurship?
- To reduce operational costs
 - To predict future market trends and financial performance
 - To increase product prices
 - To hire additional staff
- (xii) Predict-which funding option typically requires giving up equity in the business?
- Grants
 - Personal savings
 - Bank loans
 - Angel investors
- (xiii) Select-which method is commonly used to gather information for target audience analysis in medical entrepreneurship?
- Conducting random surveys and interviews
 - Observing employee behavior
 - Analyzing internal financial reports
 - Reviewing competitor marketing materials
- (xiv) Discover that what is a primary benefit of hosting community health events or free workshops as a promotional strategy for a medical startup?
- Reducing overhead costs
 - Building relationships and trust within the community
 - Focusing solely on product sales
 - Increasing employee engagement
- (xv) Select-which of the following is an effective method for medical startups to establish credibility and trust with potential patients?
- Offering the lowest prices
 - Highlighting certifications, qualifications, and positive patient testimonials in sales pitches
 - Focusing solely on aggressive sales tactics
 - Limiting communication with patients

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Differentiate between national and international entrepreneurs. (3)
3. Identify how the characteristics of focus differs from commitment. (3)
4. Write in short-how the example of Steve Jobs justify the made or born theory of Entrepreneurship. (3)
5. List three sentiments of entrepreneurs. (3)
6. Deduce five characteristics of design thinking. (3)

OR

Explain the needs for private rights of entrepreneurs. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Plan out - five healthcare based startups that could be thought from Covid 19. (5)
8. Explain how the point applies to healthcare startups. "It is said- conducting target audience analysis helps". (5)
9. Decide the effective ways in maintaining Customer Relationship in Medical Laboratory startups. (5)
10. Discuss the difference between male and female entrepreneurs. (5)
11. Discuss four sentiments of entrepreneurs. (5)
12. Predict five sales strategies and techniques needed in the medical laboratory startups. (5)

OR

Recommend five regulatory compliance for medical laboratory startups. (5)

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