



## BRAINWARE UNIVERSITY

**Term End Examination 2023**

**Programme – M.Sc.(BT)-2022**

**Course Name – Bioentrepreneurship**

**Course Code - MBTE206**

**( Semester II )**

**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) Explain what is specifically evolved work plan tends to achieve a specific objective within a specific period of time
  - a) Idea generation
  - b) Project
  - c) Strategy
  - d) SWOT
- (ii) Decide the components which included in the business description?
  - a) Location
  - b) Products offered
  - c) Consumer Behavior
  - d) All
- (iii) I am interested in gross margins, customer retention and conversion rates. Identify me.
  - a) Large company entrepreneur
  - b) Scalable startup entrepreneur
  - c) Small business entrepreneur
  - d) Innovation entrepreneur
- (iv) They seek to make a living from their business activities and generate enough profit to support their family and lifestyle. Identify them.
  - a) Social entrepreneurs
  - b) Large company entrepreneur
  - c) Small business entrepreneur
  - d) Innovation entrepreneur
- (v) Identify the theory which assume that if given proper working conditions, average person can learn to accept and even to seek responsibility
  - a) Theory X
  - b) Theory Y
  - c) Carrot and Stick approach theory
  - d) Motivation-Hygiene Theory
- (vi) Chhose the scheme which is not supported by Government of India for entrepreneurship
  - a) Honey Mission Programme
  - b) Ambedkar Social Innovation and Incubation Mission
  - c) Credit and Financial Assistance
  - d) Funding in rural areas

- (vii) You have to give a monologue about a product to a set of audience. Choose which one fits the description about it.
- a) Promotion  
b) Marketing  
c) Advertisement  
d) Nota
- (viii) You have been asked to inform people living in a colony about the new mushroom your production unit is producing along with its uses, the method of production and the group doing it. Explain the process you are using?
- a) Marketing  
b) Advertisement  
c) Promotion  
d) Assessment
- (ix) I am apex institution which has power to deal with all matters concerning policy, planning as well as operations in giving credit for agriculture and other economic activities in the rural areas. Determine who am I?
- a) SIDBI  
b) RBI  
c) MOEF  
d) NABARD
- (x) You want to open a restaurant. After analysing the different financial institutions where will you apply among the following?
- a) BCCI  
b) RBI  
c) IFCI  
d) NABARD
- (xi) After evaluating the operations, you come to conclusion that your unit needs equipment for energy conservation. Where will you apply for the finance?
- a) NABARD  
b) ICICI  
c) BCCI  
d) IFFCI
- (xii) Choose among the following, the department working for Capacity Building of Community-based organizations (CBOs), NGOs, Knowledge Institutions (KI) & Social Start-ups
- a) DST, GOI  
b) DBT, GOI  
c) NII, New Delhi  
d) NIPER, Chandigarh
- (xiii) An entrepreneur's primary motivation for starting a business is
- a) To make money  
b) To be independent  
c) To be famous  
d) To be powerful
- (xiv) Identify the process by which resistance of employees against flexibility, growth, and diversification can be overcome?
- a) Entrepreneurship  
b) Managerial domain  
c) Intrapreneurship  
d) Administration domain
- (xv) The law of demand states that if there is an increase in a product's selling price
- a) The quantity demanded of that good will decrease  
b) The quantity supplied of that good will decrease  
c) The quantity demanded of that good will increase  
d) The quantity supplied of that good will increase

### Group-B

(Short Answer Type Questions)

3 x 5=15

2. What is the role of IT in business administration? (3)
3. Explain the reasons why correct assessment of demand of potential product(s) in market is important? (3)
4. Explain different ways of idea generation. (3)
5. Compare the three methods of valuation (3)
6. Explain the role and personality of an entrepreneur in a family? (3)

**OR**

Dissect general women's issues in the family business?

(3)

**Group-C**

(Long Answer Type Questions)

5 x 6=30

7. Explain different types of branding issues. (5)
8. Explain how you will make a proposal for setting up an e-business startup. (5)
9. Differentiate promotion and advertisement. (5)
10. Evaluate the role of marketing analysis on success of a business proposal. (5)
11. Determine ways to develop an idea for funding. (5)
12. Evaluate different types of team building models. (5)

**OR**

Justify role of teamwork by illustrating different theories.

(5)

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