



BRAINWARE UNIVERSITY

Term End Examination 2023

Programme – M.Sc.(MB)-2022

Course Name – Entrepreneurship in Microbiology

Course Code - MMBE205

(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) Which of these can be categorized as non post idea generation stage?
 - a) Monitoring the environment
 - b) Corporate appraisal
 - c) Both a & B
 - d) Nota
- (ii) Name two useful dimensions for categorizing opportunities for technology-based products are knowledge of the _____, and knowledge of the _____
 - a) technology; market
 - b) technology; legal system
 - c) legal system; market
 - d) finances; legal system
- (iii) To be competitive, identify how will be firm's resources:
 - a) rare
 - b) easily available
 - c) imitable
 - d) substitutable
- (iv) How will you determine if your idea is good?
 - a) By careful analysis of market research
 - b) By careful analysis of customer needs
 - c) Both a & B
 - d) By strategic positioning
- (v) To devise decisions on behalf of the organisation, entrepreneur is doing this
 - a) Routine decision
 - b) Strategic decision
 - c) Personal decision
 - d) Organisational decision
- (vi) If the percentage of ownership is less than 50% estimate the interest in the business
 - a) Majority interest
 - b) Joint venture
 - c) Minority interest
 - d) Acquisition
- (vii) Choose the correct answer for the first activity of a new business
 - a) Goal Orientation
 - b) Departure Point
 - c) Business Skill Development
 - d) Project Development

- (viii) The person who develops an idea for business and starts it is known as
- a) Shopkeeper
b) Proprietor
c) Businessman
d) Entrepreneur
- (ix) Identify among the following the least likely to influence the timing of new business births?
- a) Government policies
b) Profitability
c) Weather conditions
d) Consumer expenditure
- (x) MSME stands for
- a) Medium, Small and Micro Enterprises
b) Micro, Small and Medium Enterprises
c) Micro, Small and Macro Enterprises
d) Macro, Small and Mega Enterprises
- (xi) Assessment and Feasibility analysis is same of different things?
- a) Same
b) A bit different
c) Completely different
d) A bit similar
- (xii) Explain the bottom line of any business plan
- a) Marketing Plan
b) Financial Plan
c) Strategic Plan
d) Production Plan
- (xiii) Define an individual who initiates, creates and manages a new business can be called
- a) Manager
b) Leader
c) Entrepreneur
d) Professional
- (xiv) Select the false statement
- a) Market segmentation is a useful process for small businesses to undertake.
b) A benefit is the value of a product feature to a customer
c) It is a good idea for small businesses to compete solely on price
d) Selling is essentially a matching process
- (xv) Can you determine IFCI has been converted into what?
- a) joint-stock company
b) co-operative society
c) partnership firm
d) sole proprietorship

Group-B

(Short Answer Type Questions)

3 x 5=15

- Discuss a) market gap analysis, b) Life-style analysis method, c) dream approach (3)
- Explain compost making from domestic waste. (3)
- Illustrate how NABARD has helped in development and growth of entrepreneurship in rural sectors. (3)
- Evaluate the role of IFCI in helping business grow. (3)
- Summarize initial public offering (IPO?) (3)

OR

Evaluate the sources of fixed capital? (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

- What are the three definitions of entrepreneur studied by you? (5)
- Justify being an entrepreneur is better than getting a job. (5)
- Prepare marketing idea for selling diagnostic kits (5)
- Defend the need for market research. (5)
- Classify the types of competitors (5)
- Create a check list to justify funding a new idea. (5)

OR

How will you test kit developed by your company in market?

(5)
