16405

BRAINWARE UNIVERSITY

Term End Examination 2025-2026
Programme – M.Sc.(MLT)-2024
Course Name – Medical Entrepreneurship
Course Code - MMTD03001A
(Semester III)

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) What is one effective method to identify new business opportunities in medical entrepreneurship?

a) Conducting patient surveys to understand unmet medical needs
b) Avoiding collaboration with healthcare professionals
c) Ignoring changes in healthcare regulations
d) Focusing only on technologies that have already been widely adopted

(ii) Why is Intellectual Property Rights (IPR) important in medical entrepreneurship?

a) It allows entrepreneurs to avoid clinical trials
b) It protects innovations, providing exclusive rights to market and profit from the invention
c) It reduces the costs of developing medical technologies
d) It prevents competition in the healthcare industry entirely

(iii) What is the primary goal of conducting a market potential assessment in medical entrepreneurship?

a) To identify operational costs
b) To evaluate market demand and profitability
c) To estimate tax liabilities
d) To find potential business partners

(iv) Which of the following is a key component in the operational plan of a medical entrepreneurship business plan?

a) A description of the medical products/services offered
b) Detailed marketing strategies
c) A plan for day-to-day operations and logistics
d) Financial forecasting and budgeting

(v) Which forecasting method relies on historical data to predict future sales in a medical startup?

a) Qualitative forecasting
b) Time series analysis
c) Delphi method
d) Market research

(vi) What is the primary goal of resource planning in medical entrepreneurship?

a) To increase product pricing
b) To efficiently allocate financial, human, and physical resources
c) To minimize competition
d) To enhance marketing strategies

(vii) Which of the following is a key component of resource planning in a medical startup?

a) Developing a marketing campaign
b) Forecasting patient demand and staff requirements
c) Choosing a business location
d) Creating a social media strategy

(viii) Which strategy involves targeting underserved segments of the market in the medical industry?

a) Horizontal integration
b) Product diversification
c) Mass marketing
d) Niche marketing

(ix) Which of the following is a key tactic in market development for a medical startup?

a) Implementing cost-cutting measures
b) Conducting market research to identify new patient segments
c) Focusing solely on current patients
d) Increasing product prices

(x) Which method is commonly used to gather information for target audience analysis in medical entrepreneurship?

a) Conducting random surveys and interviews
b) Observing employee behavior
c) Analyzing internal financial reports
d) Reviewing competitor marketing materials

(xi) Select the common consequence for medical startups that fail to comply with regulatory standards?

a) Increased funding opportunities
b) Enhanced brand reputation
c) Legal penalties, including fines and possible shutdown of operations
d) Improved patient trust

(xii) Select the primary objective of the Clinical Establishments (Registration and Regulation) Act, 2010?

a) To regulate medical education in India
b) To establish a code of ethics for doctors
c) To provide guidelines for the registration and regulation of healthcare establishments
d) To monitor pharmaceutical pricing

(xiii) For setting up a diagnostic laboratory in India, what key certification is required?

a) Indian Medical Association Certification
b) NABL Accreditation
c) Pharmacy License
d) Clinical Research Approval

(xiv) Select the ethical issue that is commonly associated with clinical trials in India?

a) Regulatory compliance
b) Misrepresentation of trial results
c) Unauthorized use of medical devices
d) Unauthorized use of medical devices

(xv) Offering financial incentives to doctors for referring patients to a specific facility violates which ethical guideline?

a) Business Ethics Guidelines
b) Indian Penal Code
c) Indian Medical Council (Professional Conduct, Etiquette and Ethics) Regulations
d) Consumer Protection Act

Group-B

(Short Answer Type Questions) 3 x 5=15

2. Mention two risk management specific to medical laboratory entrepreneurship. (3)
3. Mention three importance o entrepreneurship for the society. (3)
4. What is Competitive Matrix? (3)
5. State three points to be kept in developing company status in proposal. (3)
6. Deduce thaat the characteristics of focus differs from commitment. (3)

OR

Deduce out three entrepreneurial opportunities in the Medical Laboratory Industry with small explanation. (3)

Group-C

(Long Answer Type Questions) 5 x 6=30

7. According to July 2, 2024 TOI News- "This Ranjan Pai investment opens the door to a $30bn opportunity in senior care sector".Based on it discuss five opportunities in Senior care startups. (5)
8. How will you differentiate between Trademarks, Non-disclosure Agreements, and Intellectual Property Rights. (5)
9. While building the business model and marketing plan what are the issues to be addressed? (5)
10. Prioritize liabilities that are specific to medical laboratory entrepreneurship. (5)
11. Nutri poha and Green rolls are the new heathcare startups discussed in TOI 28th August,2019. Discuss, few startup ideas that could add to the list of nutritious food startups. (5)
12. What could be the effective ways in maintaining Customer Relationship Management in Medical Laboratory startups? (5)

OR

Enumerate how Digital marketing is helpful for medical laboratory ventures? (5)

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