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# BRAINWARE UNIVERSITY

Term End Examination 2023

Programme – M.Sc.(MB)-2021

Course Name – Entrepreneurship in Microbiology

Course Code - MMB401

( Semester IV )

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) Predict which of these is not a challenge for the entrepreneur?

- |  |   |
|--|---|
| a) Managing the cash flow of their business              | b) Recruiting new employees   |
| c) Choosing the product or service to sell in the market | d) Formulating rules and regulations relating to conducting entrepreneurship in their country |

(ii) Which of the following is the reason for business failure

- |                            |                           |
|----------------------------|---------------------------|
| a) Lack of market research | b) Poor financial control |
| c) Both a & B              | d) Nota                   |

(iii) You have been given information of markets of a particular region and you have to compile the information and get to a decision within a week. Evaluate how you will analyze the information using which tool?

- |                           |                  |
|---------------------------|------------------|
| a) Information technology | b) Book keeping  |
| c) Financial statements   | d) Advertizement |

(iv) Innovation can best be defined as

- |                                |   |
|--------------------------------|---|
| a) the generation of new ideas | b) the evolution of new ideas               |
| c) the opposite of creativity  | d) the successful exploitation of new ideas |

(v) Indicate 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                 |

(vi) Describe among the following which provide refiances for projects which are operated under the 'National Watershed Development Programme'

- |           |          |
|-----------|----------|
| a) ICICI  | b) SIBDI |
| c) NABARD | d) BCCI  |



- 9. Explain primary and secondary research in detail (5)
- 10. Explain marketing goals in detail. (5)
- 11. Soft skills represent greater advantage for a good leader or manager. Explain with examples. (5)
- 12. Evaluate steps for creating financial plan for your small business (5)

**OR**

Can you evaluate test WIDAL kit developed by your company in market? (5)

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