





## **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
  - c) Choosing the product or service to sell in the market
- b) Recruiting new employees
- 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
- Selling is essentially a matching process
- (vi) Describe among the following which provide refinances for projects which are operated under the 'National Watershed Development Programme'
  - a) ICICI

b) SIBDI

c) NABARD

d) BCCI

(VII	) Select the first development bank of the country			
	a) ICICI	b) SFI		
/s.::	c) IFCI	d) IDBI		
(VII	<ul> <li>You want finance for modernization of you unit institutions you have studied where will you ap</li> </ul>	ply for it?		
	a) NABARD	b) ICICI		
<i>p</i>	c) BCCI	d) IFFCI		
(IX	Determine which of these actions of an entrepreneur will most likely result in creative destruction?			
	a) Developing a new product	b) Taking over a competitor's business	5	
(x)	<ul> <li>c) Issuing shares to individuals and institutions</li> <li>Explain the acronym SMART</li> </ul>	d) Lowering prices of your product or	service	
(4)		13.6		
	a) Suitable, measurable, actionable, rewarded and timely	b) Specific, measurable, actionable, read timely		
(vi	c) Standardized, measurable, achievable, rewarded, and timely	d) Specific, measurable, achievable, re and timely	warded	
(//	Patents, copyrights and trademarks can be clas			
	a) Current assets c) Investments	b) Intangible assets		
(xii	) Choose among the following which is not hygie	d) Fixed assets		
•	a) Company policy and administration			
	c) job security	<ul><li>b) technical supervision</li><li>d) Sales outcome</li></ul>		
(xii	) Choose among the following that can be marke			
	<ul> <li>a) Red Cross society persuading to donate blood</li> </ul>	b) West Bengal Tourism persuading pe visit West Bengal for health tourism		
	<ul> <li>c) Political parties persuading to vote for a particular candidate</li> </ul>	d) All of the above		
(xiv	) To devise decisions on behalf of the organisation	n, decide what entrepreneur should do		
	a) Routine decision	b) Strategic decision		
land	c) Personal decision	d) Organisational decision		
(XV	Recognize which could provide an individual wi business venture?			
	a) The financial rewards	b) A desire to be independent		
	c) Risk-taking	d) All the above		
	Grou	ın_R		
	(Short Answer Ty		3 x 5=15	
		()	3 X 3-13	
2. E	xplain brainstorming for generating ideas for star	rtup	(3)	
	3. Identify the skills of an entrepreneur.			
	4. Discuss compost making from domestic waste.			
	5. Evaluate the use of SCP for startup.			
6. C	ompare small business and scalable startup ente		(3)	
Δ	OF nalyze the functions of SIDBI and IDBI.	₹	(3)	
	<b>Grou</b> (Long Answer Ty		5 x 6=30	
7.	Appraise the proposal for a biogas plant for evaluproduction.	uation by an angel investor for electricity	, (5)	
8.	Evaluate the role of technology in developing a s	cience based startus	/E\	
253	=,		(5)	

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 will exam	
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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