



BRAINWARE UNIVERSITY

Term End Examination 2023-2024

Programme – M.Sc.(MB)-2023

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) Recognize which could provide an individual with the motivation to start a new business venture?
 - a) The financial rewards
 - b) A desire to be independent
 - c) Risk-taking
 - d) All OF these
- (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) Describe the good sources of information for an entrepreneur about competitors can be obtained from
 - a) Websites
 - b) Company reports and published accounts
 - c) Both a & B
 - d) Nota
- (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) 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
- (vi) Indicate which is not a factor for market adequacy
 - a) Competitors and their market shares
 - b) Projected increase in consumption
 - c) Patent protection
 - d) Economies of scale

- (vii) Identify, which is not a risk level.
- a) Business cycles
b) Technological changes
c) Service cost
d) Competition from substitute
- (viii) 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
- (ix) How will you develop you idea into a real product?
- a) By product identification
b) By real life utility of your product
c) Both a & B
d) Nota
- (x) Explain the process of creating something new in one word.
- a) Creative flexibility
b) Creative management
c) Business
d) Innovation
- (xi) Explain which of follwoing is nearest meaning to corporate venturing?
- a) Mergers
b) Entrepreneurship
c) Intrapreneurship
d) Acquisition
- (xii) To devise decisions on behalf of the organisation, entrepreneur is doing this
- a) Routine decision
b) Strategic decision
c) Personal decision
d) Organisational decision
- (xiii) 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
- (xiv) You want to modernize your poultry unit. Which financial institution you have better chance of convincing for it?
- a) ICICI
b) IFFCI
c) BCCI
d) NABARD
- (xv) After studying govnrnt policies and private enterprize, in your estimation, who is better suited for developing social and community sector?
- a) Private businesses
b) Private Banks
c) Govt run finacial institutions
d) All of these

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Define entrepreneurship. (3)
3. What is the role of SIDBI in entrepreneurship? (3)
4. Examine social entrepreneurship? (3)
5. Explain the role and personality of an entrepreneur in a family? (3)
6. Justify the role of venture Capitalist? (3)
- OR**
- Summarize initial public offering (IPO?) (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Explain the process of conducting a SWOT analysis for a new business venture. (5)
8. Explain various aspects of an entrepreneurship. (5)
9. Describe the interplay between entrepreneurial risk-taking and innovation. (5)
10. Define is a project? (5)

- 11. Defend the need for market research. (5)
- 12. Develop a protocol for production of biopesticides which you can use as a technology for startup. (5)

OR

How will you test kit developed by your company in market? (5)
