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Question Paper Code: U9C76

B.E./B.Tech. DEGREE EXAMINATION, NOV 2024

Open Elective

Biotechnology

21UBT976-BIO ENTREPRENEURSHIP

(Common to All Engineering branches)

(Regulations 2021)

Duration: Three hours

Maximum: 100 Marks

Answer All Questions

PART A - (10 x 2 = 20 Marks)

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|---|---------|
| 1. What is an entrepreneur and entrepreneurship? | CO1-U |
| 2. List out the types of entrepreneurial business. | CO2-App |
| 3. Enlist the elements of entrepreneurial opportunity | CO1-U |
| 4. Define the term environment scanning | CO1-U |
| 5. How do you calculate net sales? | CO2-App |
| 6. What is meant by ledgers? | CO1-U |
| 7. What is IPR? Give example | CO1-U |
| 8. How does creativity lead to innovation? | CO2-App |
| 9. Define the term fermentation. | CO1-U |
| 10. How the biotechnology used in dairy products? | CO2-App |

PART – B (5 x 16= 80 Marks)

11. (a) What are the characteristics are important to be a successful entrepreneur and good team members? CO1-U (16)

Or

- (b) Discuss about the problem solving - model that helps you when you are facing the allegations on your product CO1-U (16)

12. (a) “Sensitivity to environmental factors is essential for an entrepreneur.” In light of above statement outline the importance of environment scanning. CO2-App (16)
- Or
- (b) Examine the steps involved in investigation of ideas CO2-App (16)
13. (a) Determine the different types of insurance required for running a business. CO1-U (16)
- Or
- (b) Evaluate a business’s performance through financial statement analysis. CO1-U (16)
14. (a) “Protecting the created intellectuality is a challenge now a day. Because of the cloning of one’s idea is easier than the new creation” – How this statement is realistic in practicing business? CO3-App (16)
- Or
- (b) The Copyrights of the creator/author are legally protected under Section 14 of the Copyright Act, 1957. Based on copyright act author what are the benefits utilized by the author? CO3-App (16)
15. (a) What is meant by fermented products? Explain any four of the fermented products in detail. CO1-U (16)
- Or
- (b) Elaborate in detail about ethical considerations in bio entrepreneurship. CO1-U (16)