

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -2 EXAMINATION- 2023

M.Sc.-III Semester (BT)

COURSE CODE (CREDITS): 20MS1BT314 (02)

MAX. MARKS: 25

COURSE NAME: Bioentrepreneurship

COURSE INSTRUCTORS: Dr. Saurabh Bansal

MAX. TIME: 1 Hour 30 Minutes

*Note: (a) All questions are compulsory.*

*(b) Marks are indicated against each question in square brackets.*

1. a) Draw a typical route of commercialization of a product or service from the University. [1]  
b) When does a start up think about its expansion? [1]
2. Which company developed Covishield vaccine? [1]
3. What are the major difficulties faced by the Bio-based enterprises? [2]
4. a) Who is a Business Analyst? What is his role in any Businesses? [2]  
b) What is executive summary in a business plan? Why it is so important? [2]
5. Differentiate between Private Limited and Public Limited Company. [2]
6. Can you explain the creativity and innovation with a suitable example? [2]
7. What are the difference between "Market Pull" and "Science Push" analysis? Give a suitable example for each kind of analysis. [3]
8. What are the essential steps involved in a Business Start up? Why official launching of a business is important? [3]
9. What do you understand by Ideation? Explain the two mechanism of ideation with suitable examples. [3]
10. Why idea evaluation is important? How can you evaluate any idea? [3]