

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -3 EXAMINATION- 2025

M.Tech-II Semester (BT/BI)

COURSE CODE (CREDITS):14M11BT214 (2)

MAX. MARKS: 35

COURSE NAME: Bioentrepreneurship Management

COURSE INSTRUCTORS: Dr. Uday

MAX. TIME: 2 Hours

Note: (a) All questions are compulsory.

(b) The candidate is allowed to make Suitable numeric assumptions wherever required for solving problems

Q.No	Question	Marks
Q1	Develop a business plan and explain its importance. Outline how business feasibility is assessed using SWOT analysis and socio-economic cost-benefit analysis.	10
Q2	Explain the role of knowledge centers and R&D in supporting bio-enterprises, with reference to technology development, transfer, regulatory compliances (such as CDSCO, GMP, etc.)	5
Q3	Summarize the process of establishing an Intellectual Property (IP) cell in a research or academic institution and explain how it facilitates the exploration of routes to commercialization of innovations	5
Q4	Evaluate the steps involved in launching a new venture, including the establishment of organizational vision, mission, goals and strategies.	5
Q5	Review the essential elements in creating a new organization, including the development of its vision, mission, organizational culture, design, and the statutory and legal requirements for starting a venture.	5
Q6	Discuss the key factors involved in assessing market demand and preparing a commercialization strategy for a potential product, covering aspects such as: a) Market conditions & customer needs (3 Marks) b) Product branding & distribution (3 Marks) c) Pricing, promotion and strategic planning for growth (4 Marks)	10