

**P-257**

**B. Sc. Biotechnology III Year Examination, 2017**

**ENTREPRENEURSHIP DEVELOPMENT**

**Paper : XIV**

**Time : Three Hours ]**

**[ Maximum Marks : 75**

**[ Minimum Marks : 25**

**Note :** Attempt *all* questions from *Section – A* (Objective type questions), *five* questions from *Section – B* (Short answer type questions) and *three* questions from *Section – C* (Long/ Essay type questions).

**SECTION – A**

**[ Marks : 1 × 10 = 10**

1. Which statement is *not true* of entrepreneurs ?
  - (a) They change the way businesses convert inputs into outputs
  - (b) They generally stick to the processes already in use
  - (c) They take risks
  - (d) They apply innovative ideas
  - (e) They are agents of adjustments
  
2. Which of the following gives suggestions for new product and also help to market new products ?
  - (a) Existing products and services
  - (b) Distribution channels
  - (c) Federal government
  - (d) Consumers

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3. Which of the following is an important source of idea generation due to their familiarity with the needs of the market ?

- (a) Existing products and services
- (b) Distribution channels
- (c) Federal government
- (d) Consumers

4. Which of the following is a purpose of a business plan ?

- (a) to attract financing
- (b) to inform competitors of plans
- (c) to discipline the entrepreneur to think of all aspects of the proposed venture
- (d) both (a) & (c)

5. The aim of the Diagnose stage within the technology innovation life cycle is to :

- (a) Identify and evaluate new ideas for products and processes
- (b) Transform the idea into a viable product or process
- (c) Introduce the product to the market
- (d) Monitor and assess the product

6. ....pricing consists of adding a standard mark-up cost of the product.

- (a) Competition-based pricing
- (b) Market-skimming pricing
- (c) Customer-value based pricing
- (d) None of the above

7. The development of technology entrepreneurs is linked to :

- (a) Technology management
- (b) Technology systems
- (c) Knowledge flows
- (d) All of the above

Entrepreneurs have to deal with :

- (a) Internal uncertainties only
- (b) External uncertainties only
- (c) Both external and internal uncertainties
- (d) Neither

Which of the following statements is *not correct* ?

- (a) PERT is probabilistic in nature
- (b) CPM is probabilistic in nature
- (c) CPM & PERT use similar terminology but were developed independently
- (d) All of the above statements are correct

10. Which of the following is *not* a rule of network construction ?

- (a) Each defined activity is represented by one and only one arrow
- (b) A network should have only initial and one terminal node
- (c) Identical initial and final nodes can identify two activities
- (d) Only as few dummy activities should be included as is warranted

**SECTION – B**

[ Marks : 4 × 5 = 20

1. Write down the criteria for the principle of product selection and development.
2. Discuss the elements of Marketing Management.
3. Discuss the structure of business report.
4. How SWOT analysis is used as planning techniques for establishing Small Scale Industry ?
5. Discuss the concept of Stress management.
6. Define and discuss the importance of Fund flow analysis.
7. What are the remedial measures taken for the small scale industries ?
8. Differentiate between CPM & PERT.

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**SECTION - C**

1. What is entrepreneurship Development ? Explain the role and importance of Entrepreneurship in economic development with examples.
  2. Explain the concept of social enterprise and social Entrepreneurship. What are the responsibilities of an Entrepreneur towards society ?
  3. Developing countries need imitative, humbler entrepreneurs rather than innovative entrepreneurs". Do you agree ? Give reasons.
  4. Short notes on :
    - (a) Idea generation
    - (b) Opportunities in service sector
    - (c) Economic benefits for a location
  5. Discuss the Provisions of Factory Act and Measures for Sales of Goods.
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