

3 (Sem-4/CBCS) BIT HG/RC

2024

BIOTECHNOLOGY

(Honours Generic/Regular)

Paper : BIT-HG-4016/BIT-RC-4016

(Entrepreneurship Development)

Full Marks : 60

Time : Three hours

The figures in the margin indicate full marks for the questions.

1. Answer **any seven** of the following questions : 1×7=7

(a) Which of the following is NOT a factor influencing entrepreneurship ?

(i) Market demand

(ii) Technological advances

(iii) Personal hobbies

(iv) Access to capital

(Choose the correct answer)

Contd.

- (b) The MSME Development Act came into force in ____.
- (i) 2005
 - (ii) 2006
 - (iii) 2010
 - (iv) 2001
- (Choose the correct answer)*
- (c) A successful entrepreneur is characterized by
- (i) Risk avoidance
 - (ii) Flexibility and adaptability
 - (iii) Low tolerance for uncertainty
 - (iv) Preference for routine
- (Choose the correct answer)*
- (d) Fixed capital management involves
- (i) Managing variable costs
 - (ii) Paying off long-term debts
 - (iii) Investing in permanent assets
 - (iv) Day-to-day cash flow management
- (Choose the correct answer)*
- (e) _____ is the place where the required facilities and factory commodities are provided by the government to the entrepreneurs to establish their industries there.
- (i) Industry
 - (ii) Industrial estate

- (iii) Company
 - (iv) None of the above
- (Choose the correct answer)*
- (f) What is the first step in project identification for a new enterprise ?
- (i) Finding investors
 - (ii) Selecting a business name
 - (iii) Market research
 - (iv) Writing a business plan
- (Choose the correct answer)*
- (g) What are the sources of entrepreneurial motivation ?
- (i) Intrinsic
 - (ii) Extrinsic
 - (iii) Neither of the above
 - (iv) Both intrinsic and extrinsic sources
- (Choose the correct answer)*
- (h) Why is working capital important for a business ?
- (i) It is used to buy long-term assets
 - (ii) It covers the daily operational expenses
 - (iii) It is only used during the liquidation of the company
 - (iv) It is saved for retirement funds
- (Choose the correct answer)*

- (i) A firm can fail due to _____.
- (i) Tax avoidance
 - (ii) Poor managerial skills
- (Choose the correct answer)

- (j) The 'product life cycle' refers to
- (i) The time it takes to manufacture a product
 - (ii) The stages of a product goes through from conception to decline
 - (iii) The time of a product can be stored before it expires
 - (iv) The lifespan of manufacturing equipment
- (Choose the correct answer)

- (k) Stakeholders are _____.
- (i) Employers
 - (ii) Investors
 - (iii) A group of individuals affected by the activities of the business
 - (iv) All of the above
- (Choose the correct answer)

- (l) Institutional support for exports can include
- (i) Tax incentives
 - (ii) Educational programs

(iii) Marketing assistance

(iv) All of the above

(Choose the correct answer)

2. Answer **any four** of the following questions briefly : 2×4=8

- (i) What is meant by EDP ?
- (ii) Discuss the challenges entrepreneurs face when expanding their business internationally.
- (iii) How can brainstorming and creating a mindmap improve problem recognition and follow through actions ?
- (iv) Expand SIDBI and NSIC.
- (v) What do you understand by the term 'bootstrapped business' ?
- (vi) Discuss the role of project feasibility assessment in business planning.
- (vii) Explain how marketing research contributes to product development.

3. Answer **any three** from the following questions : 5×3=15

- (i) What are the factors that affect entrepreneurial growth ?

- (ii) What are the main differences between fixed capital and working capital ?
- (iii) How can institutional support improve the chances of success for a new export venture ?
- (iv) What are the demographic factors affecting the selection of a product ?
- (v) Define marketing management and its significance in the success of a new venture.
- (vi) Explain the importance of entrepreneurship in modern economics.

4. Answer **any three** from the following :

10×3=30

- (i) Describe the journey of an entrepreneur from the initial idea to the launch of a new business. Discuss the factors that motivate individuals to become entrepreneurs, the elements that contribute to the success of entrepreneurial ventures, and the strategies that can be employed to encourage entrepreneurship within a region.

- (ii) Briefly explain the procedures and necessary documents that should be filed while borrowing loans from the various financial institutions.

- (iii) Analyze the issues critical to venture success: market segmentation/branding, intellectual property and franchising.

- (iv) Mention the nature of international entrepreneurship. Write the significant role of an international entrepreneurship in economic development of a country.

- (v) Enlist the characteristics of financial management. Discuss the role of financial management for a newly established industry.

- (vi) Develop a comprehensive outline for establishing a new enterprise that sells eco-friendly products. Include a brief feasibility assessment including market potential, financial resources and environmental impact considerations.

- (vii) Write short notes on : **(any two)**

5×2=10

- (a) Advantages of vertical marketing system

- (b) Characteristics of effective inventory management
 - (c) Importance of fund flow statement
 - (d) Key elements of marketing research process
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