

Name :

Roll No. :

Invigilator's Signature :

**CS/M.TECH (BT)/SEM-3/MBT-303/2011-12
2011**

BIOINTREPRENEURSHIP & MANAGEMENT

Time Allotted : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks.

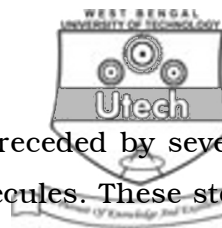
*Candidates are required to give their answers in their own words
as far as practicable.*

Answer Q. No. 1 and any *five* questions from the rest.

1. Answer the following questions : 10 × 1 = 10

A) Fill in the gap :

- i) $ROI = M \propto V$, where M is and
 V is
- ii) Size of the pond in business management
means
- iii) Genentech in USA was founded by
and
- iv) Kiranshaw Majumdar started her R & D on
in a



- v) Commercialization of drugs is preceded by several steps since the discovery of Molecules. These steps are
- vi) Negative growth in entrepreneurship is normally seen in of business.
- vii) Profit margin in business is a ratio of
- viii) Velocity in business is a ratio of to

B) State *True* or *False* :

- ix) Inventory control means zero inventory.

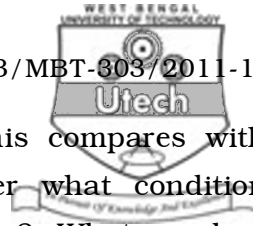
C) Choose the correct alternative :

- x) Look at the following two basic ways to look at your business :

State which out of (a) and (b) refers to business of “Outside-in”.

- a) Your company Ø your customer Ø the final user
- b) The final user Ø your customer Ø your company.

- 2. What are the four key components of business plan framework ? Explain each of these components emphasizing why they are important. 12
- 3. What are the milestones for successful venture planning ? Briefly explain these milestones. 12



4. What is 'Bootstrap Financing' ? How this compares with financing by Venture Capitalist ? Under what condition excessive money flow may be harmful ? What product venture demands large fund for market research and why so ? 12
5. Narrate the story of Coca Cola in defining their growth strategy. Illustrate similar growth strategy for two other famous companies and how they succeeded. 12
6. What is innovation ? Why is innovation so important to a business venture even when profits and revenue are good ? What do you understand by "Jumping the S-curve" ? 12
7. Which funding agencies under Govt. of India you should approach during the initial stage of entrepreneurship ? Which organization can help you to receive such funds ? Give outlines of a typical Income Statement and typical Balance Sheet. 12
8. Draw a typical graph (approx) to indicate 'Sales' and 'Operating Income' of Biotechnology-Pharma Sector. Why profits remain low over the years instead of good revenue generation ? Explain in detail. 12

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