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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

M.Tech.

SEM: II - THEORY EXAMINATION (2021 - 2022)

Subject: Entrepreneurship, IPR & Biosafety

Time: 3 Hours

Max. Marks: 70

General Instructions:

1. The question paper comprises three sections, A, B, and C. You are expected to answer them as directed.
2. Section A - Question No- 1 is 1 marker & Question No- 2 carries 2 marks each.
3. Section B - Question No-3 is based on external choice carrying 4 marks each.
4. Section C - Questions No. 4-8 are within unit choice questions carrying 7 marks each.
5. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION A

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1. Attempt all parts:-

- 1-a. Entrepreneurs and strategic decisions does not include (CO1) 1
- (a) Non recognizing a problem
 - (b) Generating alternatives
 - (c) Evaluating various alternatives
 - (d) Selecting the alternative tjhat best satisfies
- 1-b. Who is the father of Modern marketing ? (CO2) 1
- (a) Abraham Maslow
 - (b) Lester Wunderman
 - (c) Peter Drucker
 - (d) Philip Kotler
- 1-c. Products that consumers buy regularly with little effort are called (CO3) 1
- (a) Shopping products
 - (b) Convenience products
 - (c) Impulse products
 - (d) Consumer products

- 1-d. Which is a negative aspect of the trademark ? (CO4) 1
- (a) Consumers are able to identify products quickly
 - (b) Monopoly power
 - (c) Brand extension
 - (d) Distinguishes duplicates
- 1-e. Which of the following practices should be utilized when working in a biological safety cabinet? (CO5) 1
- (a) Disinfect the work surface
 - (b) Disinfect all items which go into and come out of the BSC
 - (c) Do not store any items in the BSC
 - (d) Allow the BSC to operate before work begins and after work ceases

2. Attempt all parts:-

- 2.a. Write a brief note on market selection. (CO1) 2
- 2.b. What is quantitative market research? (CO2) 2
- 2.c. Explain what is the digital marketing? (CO3) 2
- 2.d. What are patent rights? (CO4) 2
- 2.e. Write a note on biosafety in laboratory.(CO5) 2

SECTION B 20

3. Answer any five of the following:-

- 3-a. Write in brief precautions regarding the product selection (CO1) 4
- 3-b. What are the different forms of business ownership. (CO1) 4
- 3-c. What are buy phases of the buying process? (CO2) 4
- 3-d. Discuss the relation between sales and R&D.(CO2) 4
- 3.e. Enumerate the dimensions of Business Environment. (CO3) 4
- 3.f. What are the characteristics of IP? (CO4) 4
- 3.g. Why is IBC approval required for the use of transgenic animals? (CO5) 4

SECTION C 35

4. Answer any one of the following:-

- 4-a. What are the qualities on an entrepreneur? (CO1) 7
- 4-b. Elaborate the components for writing a business plan. Give the essential requirements of developing business plan.(CO1) 7

5. Answer any one of the following:-

5-a. What are the objectives of sales forecasting? (CO2) 7

5-b. Why marketing is called social process? Discuss its features. (CO2) 7

6. Answer any one of the following:-

6-a. Write the role and responsibility of HRD in an Institute/Industry. (CO3) 7

6-b. What makes managing Global media firm different than domestic? Support your Statement.(CO3) 7

7. Answer any one of the following:-

7-a. What is a patent? Write the objectives of the patent system.(CO4) 7

7-b. Explain the role of Institutional biosafety committees in India? (CO4) 7

8. Answer any one of the following:-

8-a. On what basis do we catagorise the Microorganism in different category.(CO5) 7

8-b. What is the Institutional mechanism for implementation of Biosafety guidelines. (CO5) 7