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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 (2022-2023)**

**Subject: Entrepreneurship, IPR & Biosafety**

**Time: 3 Hours**

**Max. Marks: 70**

**General Instructions:**

**IMP:** Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of **three Sections -A, B, & C.** It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.
2. Maximum marks for each question are indicated on right -hand side of each question.
3. Illustrate your answers with neat sketches wherever necessary.
4. Assume suitable data if necessary.
5. Preferably, write the answers in sequential order.
6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

**SECTION A**

**15**

**1. Attempt all parts:-**

- |      |                                                                                          |   |
|------|------------------------------------------------------------------------------------------|---|
| 1-a. | Bank does not give loan against. (CO1)                                                   | 1 |
|      | (a) Gold Ornaments                                                                       |   |
|      | (b) LIC policy                                                                           |   |
|      | (c) Lottery ticket                                                                       |   |
|      | (d) NSC                                                                                  |   |
| 1-b. | Which among these is concerned with pricing policies for late entrants to a market.(CO2) | 1 |
|      | (a) Market penetration                                                                   |   |
|      | (b) Marketing research                                                                   |   |
|      | (c) Market skimming                                                                      |   |
|      | (d) Marketing skills                                                                     |   |
| 1-c. | Indirect material cost is a part of .....(CO3)                                           | 1 |
|      | (a) Prime cost                                                                           |   |
|      | (b) Product cost                                                                         |   |

- (c) Variable cost
  - (d) Factory cost
- 1-d. Intellectual properties Act deals with.....(CO4) 1
- (a) Patent
  - (b) Copyright
  - (c) Trademark
  - (d) Any of the above
- 1-e. Good work practices include.....(CO5) 1
- (a) smelling and tasting chemicals
  - (b) not washing hands before and after lab
  - (c) confining long hair and loose clothing
  - (d) using damaged equipment and glassware.

**2. Attempt all parts:-**

- 2.a. What are characteristics of an entrepreneurship? (CO1) 2
- 2.b. What is product positioning? (CO2) 2
- 2.c. How is the popularity of Microsoft Office 2010 being protected by Microsoft Access 2010? (CO3) 2
- 2.d. How long is the term of protection of a work? (CO4) 2
- 2.e. What is difference between biosafety and biosecurity?(CO5) 2

**SECTION B**

**20**

**3. Answer any five of the following:-**

- 3-a. Differentiate between international versus domestic entrepreneurship. (CO1) 4
- 3-b. Why do some people choose to be an "entrepreneur" instead of being an "employee"? Write three reasons to support your opinion. (CO1) 4
- 3-c. What is marketing communication? (CO2) 4
- 3-d. How are brands classified? (CO2) 4
- 3.e. What is the history of information communication technology? (CO3) 4
- 3-f. What international conventions protect patent rights? (CO4) 4
- 3.g. Does work with human blood, cell lines, tissue or other human materials require IBC approval? (CO5) 4

**SECTION C**

**35**

**4. Answer any one of the following:-**

- 4-a. How the write a business proposal? Support with example. (CO1) 7

4-b. What are the sources of financial assistance? (CO1) 7

**5. Answer any one of the following:-**

5-a. Is marketing a social process? Discuss its feature. (CO2) 7

5-b. What is the significance of R&D in respect to sale? Explain with examples. (CO2) 7

**6. Answer any one of the following:-**

6-a. How is technology used in business management? (CO3) 7

6-b. Elaborate the five types of views available in a spreadsheet.(CO3) 7

**7. Answer any one of the following:-**

7-a. What is Intellectual Property Rights (IPR)? (CO4) 7

7-b. Discuss the regulation for import of GM products under foreign trade policy (2006-2007)? (CO4) 7

**8. Answer any one of the following:-**

8-a. Explain the terms risk assessment and risk management. (CO5) 7

8-b. Discuss the biosafety guidelines in detail published by Government of India. (CO5) 7

2022-23 Jan - Jun