

Exam.Code:0912
Sub. Code: 7022

(21)

1059

B.E. (Biotechnology) Eighth Semester
BIO-803: Project Management and Entrepreneurship

Time allowed: 3 Hours

Max. Marks: 50

NOTE: Attempt five questions in all, including Question No. 1 which is compulsory and selecting two questions from each Unit.

x-x-x

I. Attempt the following:-

- a) What is meant by venture capital?
- b) What is Financial Feasibility of a project?
- c) Why is Cost-Benefit analysis done?
- d) What is resource allocation?
- e) What is meant by PERT?
- f) What is a Business Idea?
- g) What is the role of consultancy organization in Project Management?
- h) Name two Financial Institutions that help entrepreneurs
- i) Name two products based on unique business idea
- j) Name two big businesses houses that are based in India and were initially startups
(10x1)

UNIT - I

- II. What is a project? Discuss different stages of project planning with the help of an example? (10)
- III. What is marketing feasibility study? How is this feasibility study conducted? How will you conduct this study for Home Security and Electronic Surveillance equipment? (10)
- IV. What is Social Cost Benefit analysis? Discuss UNIDO approach to social cost benefit analysis? (10)

UNIT - II

- V. What are the characteristics that differentiate Entrepreneurs from other people who are in service? What role does entrepreneur play in development of society? (10).
- VI. You wish to set up a food chain in the city on the lines of KFC, Macdonald and Burger King. Initially you will start with Chandigarh. Your food will be 100% takeaway with tie up with Zomato, Uber Eats, Swiggy etc. How will you plan for the project. Discuss on the following points:

P.T.O.

(2)

- a) How will you decide the location of the outlet / kitchen
 - b) What infrastructure will be needed (Mobile Apps, IT infrastructure, food storage and cooking infrastructure, power requirements).
 - c) How will you compete with National level well established players in the market?
 - d) What will be your unique selling proposition?
 - e) Can you manage your own delivery fleet of two wheelers and what will be the cost per year for this.
- VII. How does Indian Government promote entrepreneurship through its policies and institutions? Discuss in detail?

x-x-x