

2053
B.E. (Biotechnology) Eighth Semester
BIO-813: 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 Part. All questions carry equal marks.

x-x-x

Q1. Answer the following:-

- What is the full form of PERT ? How is it different from CPM ?
- What is meant by Financial Feasibility of a Project. Discuss.
- What is the role of consultancy in Project Management
- What is meant by time value of money. Explain with an example.
- What two characteristics are needed for Internet based business to succeed. Explain.

PART-A

Q2. What is meant by Social Cost Benefit analysis ? Discuss the UNIDO approach to Social Cost Benefit analysis ?

Q3. For the project consisting of following activities draw the network and find the critical path. Show the critical path on the network diagram.

Activity	Duration in Days
1-2	3
1-4	6
2-3	11
2-4	10
3-6	12
2-6	9
4-5	8
5-6	7

Q4. Write short notes on:

- Project Cycle
- Resource Levelling

(2)

PART-B

Q5. Which entrepreneurship development institutions assist and promote entrepreneurship in India ? Discuss in detail ?

Q6. You wish to start an entrepreneurial venture in the field of Agri Business. You have a business idea. The idea is to make a milk supplement. It will be in powder form on the lines of Bounvita, Maltova , Horlics and Boost. The main input will be wheat, sugar , dried skimmed milk and a mixture of vitamins and minerals. The product will be sold in glass bottles of 500g and sachet of 250g. Discuss the following points (in 500 words) related to your startup (discuss point wise):

a) What factors will you consider while finalizing the location of the plant ? After consideration where will you finally set up the plant (give name). Which geographic region in the country will you start with.

b) In sequence of events (show timeline with figure) explain how you will set up the plant from scratch. You need to consider the recruitment of people (labour , supervisors, food technologist), raw material purchase and purchase of processing machines , glass bottles ,packaging material etc. You also need to meet the legal requirements. Also discuss the other factors.

c) You can sell the product through retailers , dealers, stockists , wholesalers. Which channel partners will you finalize ? You can also create your own innovative channel .How will you market the product ?

d) What will be your total investment in the venture ? Make a table and estimate the cost of production, packaging , salaries , electricity, distribution (This is per month cost). Also discuss the initial setup cost (This is one time cost).

Q7. What is a Business Plan ? What are the components of a Business Plan ? Discuss in detail ? What specific aspects does the loan granting bank see in the Business Plan submitted to it ? Explain with an example.