

Exam.Code:0912
Sub. Code: 33390

2015
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. I which is compulsory and selecting two questions from each Unit.

x-x-x

I. Answer the following:-

- What is meant by Time Value of Money? Explain with an example.
- What is meant by Marketing Feasibility of a Project? Discuss with an example.
- What is meant by Resource Leveling? Discuss with an example.
- Discuss the role of Consultancy organization in Project Management.
- What is meant by Project Cycle? Discuss. (5x2)

UNIT - I

- What is meant by Social Cost Benefit (SCB) analysis? Compare the UNIDO and Mirrlees approaches to SCB analysis? (10)
- For the project consisting of following activities draw the network and find the critical path. Show the critical path on the network diagram. (10)

Activity	Duration in Days
0-1	8
0-2	5
0-3	6
1-4	3
1-5	9
2-4	12
3-4	1
3-6	4
4-7	1
5-9	7
6-8	2
7-10	8
8-10	10
9-10	9

- What is a project ? Discuss different stages of project planning and execution with the help of an example ? What are the constraints in project management ? (10)

P.T.O.

UNIT - II

- V. 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? Select a product of your choice and explain each aspect of Business Plan submitted? (10)
- VI. Which are the institutions that have been created by Govt. of India to encourage entrepreneurship development in India? Discuss in detail. (10)
- VII. You are a budding Entrepreneur who wants to start a business. Take up a product/service idea of your choice and discuss the following :
- a) Who are your competitors who are already in the market and are selling similar product or service?
 - b) What will be distinguishing features of your product that will allow you to get a foothold in the market (features that will attract the customers towards your product)?
 - c) How will you price your product / service?
 - d) Will you be selling online or offline or online + offline?
 - e) How will you promote your product? (10)