Exam.Code:0912
Sub. Code: 33390

2056

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:-

a) Distinguish between an entrepreneur and a manager in one sentence.

b) What is 'risk-bearing' and why is it considered a core function of an entrepreneur? Name the four major forms of business ownership in India

c) What is the role of a Self-Help Group (SHG) in promoting women entrepreneurship

d) State any one criterion used to classify an enterprise as 'Medium' under the MSMED Act.

e) What is meant by the 'Project Life Cycle' and how many phases does it typically have?

f) Define 'financial viability' as used in project feasibility analysis.

g) What is 'break-even analysis' and why is it used in a project report?

h) Explain the term 'market positioning' in the context of the marketing mix.

i) What key lesson does the book 'Rokda: How Baniyas Do Business' offer to aspiring entrepreneurs?

j) What are 'threats' in a SWOT Analysis? Give two examples of threats a new food startup might face. (10x1)

UNIT - I

II. Explain the concept of entrepreneurship and trace its evolution as a key driver of economic development. Critically analyse the essential characteristics and major functions of an entrepreneur. (10)

III. Examine the nature and significance of women entrepreneurship in India. What sociocultural, financial, and institutional challenges do women entrepreneurs face? (10)

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IV. Discuss the process of project identification with special emphasis on idea generation techniques. Explain the stages of the Project Life Cycle and the functions of Entrepreneurial Development Programmes (EDPs) in nurturing entrepreneurial talent. (10)

UNIT - II

V. Describe the key elements of project formulation. Explain how feasibility analysis determines the go/no-go decision for a project. (10)

VI. What is a Business Plan? Differentiate between a business plan and a project report in terms of purpose, audience, and content. Outline the step-by-step process of formulating a comprehensive project report. (10)

VII. Explain the concept of finance in business and describe important finance-related terminologies. Explain the STP framework and illustrate how an entrepreneur can use it to launch a new product successfully in a competitive market. (10)

x-x-x