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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 (2024 - 2025)

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, K1) 1
- (a) Gold Ornaments
 - (b) LIC policy
 - (c) Lottery ticket
 - (d) NSC
- 1-b. Marketers often use the term _____ to cover various groupings of customers (CO2, K1) 1
- (a) Buying power
 - (b) Demographic segment
 - (c) Market
 - (d) People
- 1-c. What is the shape of demand curve? (CO3, K1) 1
- (a) Upper sloping curve from right to left
 - (b) Down sloping curve from right to left
 - (c) Down sloping curve from left to right
 - (d) Upper sloping curve from left to right
- 1-d. To obtain a patent the inventor must given an application to _____ of patent (CO4, K1) 1
- (a) Certifying authority

- (b) Controllor of patent
 - (c) Commissioner of patent
 - (d) Any of the above
- 1-e. Which of the following items is considered sharp? (CO5, K1) 1
- (a) Needles
 - (b) Scalpels
 - (c) Microscopic slides and coverslips
 - (d) All of the above
2. Attempt all parts:-
- 2.a. What do you understand by Entrepreneurship Development Programme (EDP). (CO1, K2) 2
- 2.b. What are the Functions of Packaging? (CO2, K2) 2
- 2.c. How does EDI work? (CO3, K2) 2
- 2.d. Is folk art copyrightable? (CO4, K2) 2
- 2.e. When should biological safety cabinets be used? (CO5, K2) 2

SECTION-B

20

3. Answer any five of the following:-

- 3-a. What do you mean by business ownership? (CO1, K2) 4
- 3-b. Why communication is very important in business? (CO1, K2) 4
- 3-c. What is the difference between Marketing and Sales. (CO2, K2) 4
- 3-d. Give the characteristics of modern concept of marketing. (CO2, K2) 4
- 3.e. Microsoft Windows is an example of which component of information systems? (CO3, K2) 4
- 3.f. What is the territoriality principle of IP? (CO4, K2) 4
- 3.g. Define HEPA filtration and understand its application and function in biological safety cabinets. (CO5, K2) 4

SECTION-C

35

4. Answer any one of the following:-

- 4-a. What is an Entrepreneur? Enlist the factors favouring entrepreneurship as a career option? (CO1, K3) 7
- 4-b. Describe how a company's balance sheet is used by investors to make decisions about whether to invest in the company. (CO1, K3) 7

5. Answer any one of the following:-

- 5-a. Why marketing is called social process? Discuss its features. (CO2, K3) 7
- 5-b. Why are the marketing function which is concerned with the cost and the location of the target market? (CO2, K3) 7

6. Answer any one of the following:-

- 6-a. Discuss the significance of Information Technology in budget planning. (CO3, 7

K3)

- 6-b. Analyze the factors that contribute to the effectiveness of a presentation and explain how these factors can be leveraged to enhance audience engagement and understanding. (CO3, K3) 7
7. Answer any one of the following:-
- 7-a. What are the differences between patent protection and trade secret protection? (CO4, K3) 7
- 7-b. How do the Revised Guidelines for Research in Transgenic Plants (1998) aim to balance the potential benefits of this research with the need to minimize environmental risks? (CO4, K3) 7
8. Answer any one of the following:-
- 8-a. How do the different elements of biomedical exposure assessments interact to influence the overall risk assessment, and how can we refine the assessment process to improve accuracy and predictive power? (CO5, K3) 7
- 8-b. How can a nation effectively incorporate provisions from international agreements like the Paris Agreement into its national regulations, considering factors like economic viability, social acceptability, and potential impacts on other sectors? (CO5,K3) 7

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