Printed Pa	ge:-
------------	------

Roll No Roll No INSTITUTE OF ENGINEERING AND TECHNOLOGY GREATER NOIDA

Max. Mks. : 40

: 70 Minutes

Time

NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute)

Affiliated to Dr. A.P.J. Abdul Kalam Technical University, Uttar Pradesh, Lucknow M.Tech

FIRST YEAR (SEMESTER-II) THEORY EXAMINATION (2020-2021) (Objective Type)

Subject Code: AMTBT0202

Subject: Entrepreneurship, IPR &Biosafety

General Instructions:

All questions are compulsory.

Question No- 1 to 5 are objective type question carrying 2 marks each.

Question No- 6 to 20 are also objective type/Glossary based question carrying 2 marks each.

S.No	Question Content	Question Image	Category	Sub Category	Marks	Options Randomi zation	Туре	Difficulty	Correct	Option1	Option2	Option3	Option4
1	The motive to which an ad is directed, designed to stir a person toward goal the advertiser has set is known as		Single Choice Questions	Single Choice Questions	2		Single Choice	Brilliant	Aappeal	Aappeal	Need	Demand	Desire
2	Copywriting is the act of writing copy for the purpose of selling or marketing a, business, or idea		Single Choice Questions	Single Choice Questions	2		Single Choice	Brilliant	Concept	Price	Product	Material	Concept
3	A company decides to use a logo that has the same shape as its competitor but with a different color. It is a violation of		Single Choice Questions	Single Choice Questions	2		Single Choice	Brilliant	Copy rights	Copy rights	Trade mark	Patent	Industrial designs
4	Chemical, reagents or broth cultures should be pipetted by		Single Choice Questions	Single Choice Questions	2		Single Choice	Brilliant	pipetter	mouth	pipetter	ear	nose
5	This P is not a part of the 7Ps of marketing mix.		Single Choice Questions	Single Choice Questions	2		Single Choice	Brilliant	Purpose	Promotion	Price	People	Purpose
6	The term of copyright for an author lasts		Glossary I	Glossary I	2		Single Choice	Brilliant	age of the author plus 60yrs	Trademark	Commercial value	age of the author plus 60yrs	
7	Intellectual Property Rights (IPR) protect the use of information and ideas that are of		Glossary I	Glossary I	2		Single Choice	Brilliant	Commercial value	Trademark	Commercial value	age of the author plus 60yrs	
8	can not be exploited by assigning or by licensing the rights to others		Glossary I	Glossary I	2		Single Choice	Brilliant	Trademark	Trademark	Commercial value	age of the author plus 60yrs	
9	Market survey mean		Glossary II	Glossary II	2		Single Choice	Brilliant	Market Research	Boosting the demand and supply	Easy to handle	Market Research	
10	Networking makes marketing		Glossary II	Glossary II	2		Single Choice	Brilliant	Easy to handle	Boosting the demand and supply	Easy to handle	Market Research	
11	Effective marketing helps in		Glossary II	Glossary II	2		Single Choice	Brilliant	Boosting the demand and supply	Boosting the demand and supply	Easy to handle	Market Research	
12	Compared to Internet users, the number of cell phone subscribers is		Glossary III	Glossary III	2		Single Choice	Brilliant	much larger	system maintenance	insufficient reach	much larger	
13	is not a limitation of the current Internet		Glossary III	Glossary III	2		Single Choice	Brilliant	insufficient reach	system maintenance	insufficient reach	much larger	
14	The largest component of a Web site budget is		Glossary III	Glossary III	2		Single Choice	Brilliant	system maintenance	system maintenance	insufficient reach	much larger	
15	The rights provided by copyrights are		Glossary IV	Glossary IV	2		Single Choice	Brilliant	Public performance and translate into other languages	Administrator	the successful exploitation of new ideas	Public performance and translate into other languages	
16	The purpose of all good small business strategy is		Glossary IV	Glossary IV	2		Single Choice Page 1	Brilliant	the successful exploitation of new ideas	Administrator	the successful exploitation of new ideas	Public performance and translate into other languages	

S.No	Question Content	Question Image	Category	Sub Category	Marks	Options Randomi zation	Туре	Difficulty	Correct	Option1	Option2	Option3	Option4
17	Someone legally appointed to resolve the financial difficulties of an insolvent firm		Glossary IV	Glossary IV	2		Single Choice	Brilliant	Administrator	Administrator	the successful exploitation of new ideas	Public performance and translate into other languages	
18	Laboratory workers handling dangerous or exotic agents with a high risk of life-threatening disease practice		Glossary V	Glossary V	2		Single Choice	Brilliant	Biosafety Level 4 practices	Class III Cabinet	99.97% of particles larger than 0.3 micrometers	Biosafety Level 4 practices	
19	A high-efficiency particulate air (HEPA) filter in a biological safety cabinet removes_		Glossary V	Glossary V	2		Single Choice	Brilliant	99.97% of particles larger than 0.3 micrometers	Class III Cabinet	99.97% of particles larger than 0.3 micrometers	Biosafety Level 4 practices	
20	are totally enclosed and gas- tight with HEPA filtered supply and exhaust air		Glossary V	Glossary V	2		Single Choice	Brilliant	Class III Cabinet	Class III Cabinet	99.97% of particles larger than 0.3 micrometers	Biosafety Level 4 practices	