

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION MAY 2024
(Sixth Semester)

Branch - BIOTECHNOLOGY
BUSINESS BIOTECHNOLOGY

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

1. Full name of TERI is ____
 - (i) The Energy and Resources Institute
 - (ii) The Energy and Rating Institute
 - (iii) The Energy and Resources India
 - (iv) The Environmental and Resources Institute
2. Which of the following is an important factor that can affect the accuracy and efficacy of estimates?
 - (i) Project size
 - (ii) Planning process
 - (iii) Project complexity
 - (iv) Degree of structural uncertainty
3. What is the primary role of a project manager?
 - (i) Planning and executing projects
 - (ii) Creating project documentation
 - (iii) Monitoring project finances
 - (iv) Coordinating team activities
4. The first transgenic plant to be produced was _____.
 - (i) Brinjal
 - (ii) Tobacco
 - (iii) Rice
 - (iv) Cotton
5. Quality management is a method for _____.
 - (i) Design
 - (ii) Testing
 - (iii) System
 - (iv) Logic

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Write notes on National Biotechnology Development Strategy.
OR
b Explain about Technology Park.
- 7 a What is a Project Plan? Explain.
OR
b What is a Project Proposal? Explain.
- 8 a What is product marketing?
OR
b What is GST? Explain its Types of GST.

Cont...

- 9 a Explain Entrepreneurship in the context of Biotechnology.
OR
b What is the role of Information Technology in business?
- 10 a Explain Prototype.
OR
b Describe Marketing research.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Briefly explain Bio-Incubators.
OR
b List out the drug companies and their products in India.
- 12 a What are the components of an project implementation plan?
OR
b Briefly explain Budget and Fund Flow.
- 13 a Describe Project management.
OR
b What is the Role of Bioethics in Business?
- 14 a Briefly explain Organizational Behaviour.
OR
b Describe Online business.
- 15 a How to Set up Manufacturing for Biotech Startups?
OR
b Brief note on Functional foods with example.

Z-Z-Z

END