

3. What is Techno Economic Feasibility Report ? Explain in detail about its various elements. 16
4. (a) Define an “Entrepreneur.” What are the basic qualities of an entrepreneur ? 8
(b) Problems faced by SSI in India. How will you try to solve them ? 8
5. (a) How will you plan for Industrial and Environmental safety in Bio-process Industry ? 8
(b) What is Plant Layout ? Highlight the objectives of a good plant layout. 8
6. Define Marketing and discuss different marketing concepts. What strategy will you adopt for marketing consumers consumable products ? Explain with examples. 16
7. What is Material Management ? Explain different methods of raw material purchasing. Discuss merits and demerits of centralised purchasing. 16
8. Write notes on any **two** :
 - (a) Selection of site
 - (b) Public Relation Officer (PRO)
 - (c) Budgetary control
 - (d) Monopoly and Perfect competition. 16

NTK/KW/15/7963

Faculty of Engineering and Technology

Seventh Semester B.Tech. (Biotechnology)

(C.B.S.) Examination

**BIO-INDUSTRY ECONOMICS AND
ENTREPRENEURSHIP DEVELOPMENT**

Paper—BT-BIT 704T

Time : Three Hours]

[Maximum Marks—80

INSTRUCTIONS TO CANDIDATES

- (1) All questions carry marks as indicated.
 - (2) Answer any **FIVE** questions.
 - (3) Assume suitable data wherever necessary.
 - (4) Illustrate your answers wherever necessary with the help of neat sketches.
1. Define management. What are main functions of management ? Describing these functions tell why is management gaining increased importance in the Indian industries ? 16
 2. What do you understand by Financial Statements ? What they indicate ? Explain the contents of Profit and Loss Account statement. 16