

[21]

SEAT No. \_\_\_\_\_

No. of pages-1

**SARDAR PATEL UNIVERSITY**  
**M. Sc (Int.) Biotechnology: Semester IV Examination**  
**Monday, 1<sup>st</sup> April, 2019**  
**Time: 10.00 am to 1.00 pm**  
**Sub: PS04SIGB21: Entrepreneurship Development**

Total Marks: 35

**Q-1 Give the answer by choosing appropriate option.**

**[5 X 1]**

- (1) The best definition of a sole trader form of business organization is.....
  - (a) The business only employs one person
  - (b) The business is owned by one person
  - (c) The firm has a single customer
  - (d) There is a single firm in the industry
- (2) Following may be goods, a service, just an article or things offered to a market.
  - (a) Promotion
  - (b) Consumer
  - (c) Product
  - (d) Producer
- (3) Following constitute a marketing mix.
  - (a) Product
  - (b) Price
  - (c) Promotion
  - (d) All of these
- (4) Following product is intangible....
  - (a) Services
  - (b) Durable products
  - (c) Non-durable goods
  - (d) All of these
- (5) Personal characteristics to be successful entrepreneur includes...
  - (a) Understanding environment
  - (b) Creative management options
  - (c) Encourage open discussion
  - (d) All of these

**Q-2 Answer the following questions in short. (Any three)**

**[3 X 2]**

- (1) Define the term 'Entrepreneur' and 'Entrepreneurship'.
- (2) Distinguish between consumer goods and industrial goods.
- (3) Write about different phases of a project.
- (4) Write advantages of sole proprietorship form of business organization.
- (5) Explain durable goods with examples.

**Q-3** (a) Discuss the characteristics of successful business entrepreneurs.  
(b) Explain partnership form of business organization.

**[06]**  
**[06]**

**OR**

(b) Enlist the factors affecting entrepreneurship. Discuss any two.

**[06]**

**Q-4** (a) Explain the stages of Product Life Cycle in marketing management.  
(b) Describe sequential stages of project formulation.

**[06]**  
**[06]**

**OR**

(b) Explain different types and sources of finance.

**[06]**

\*\*\*\*\*X\*\*\*\*\*

(1)