

MODEL QUESTION PAPER

**Eighth Semester B.Tech. Degree Examination, May 2017
(2013 Scheme)**

**13.805.3 COMMERCIALIZATION, MARKETING AND MANAGEMENT OF
BIOTECH PRODUCTS (B)**

Time: 3 Hours

Max. Marks: 100

PART A

(Answer **all** questions. **Each** carries **2** marks)

1. How will you create the image of a new biotechnology company?
2. If you were asked to start a biotechnology startup, what idea you will contribute?
3. Describe the commercialization strategies adopted for a new product.
4. Give an example for university industry technology transfer arrangements.
5. What all precautions have to be taken for introducing genetically modified crops into the environment?
6. What is the need for advertising a biotechnology company?
7. Elaborate the duties of a biotechnology manager in an industry?
8. What factors has to be considered to start a biotechnology start up?
9. List any five biotechnology companies in the world with high turnover?
10. What are the hurdles involved in a patenting a biotechnology product?

PART-B

(Answer **any** 1 question from each module)

Module –I

11. Elaborate on the need of effective communication on a biotechnology startup?

OR

12. What is the current status of biotechnology in Indian industry?

Module-II

13. What is venture capitalism? What is its role in establishing an industry?

OR

14. Distinguish between technology decision making and resource decision making?

Module -III

15. What is the role of research and development in biotechnology industry?

OR

16. What is technology transfer arrangement? How can a biotechnology company benefit from it?

Module-IV

17. Write the importance of positioning a company name and product?

OR

18. What are the challenges for biotechnology based products?

(20 × 4 = 80 marks)