

# **JEPPIAAR ENGINEERING COLLEGE**

**JEPPIAAR NAGAR, CHENNAI – 119**



**DEPARTMENT OF BIOTECHNOLOGY**

**PROGRAMME: B.TECH (BIOTECHNOLOGY)**

**COURSE NAME: BT 6014 – BIOINDUSTRIAL  
ENTREPREUNERSHIP (R 2013)**

## **QUESTION BANK**

**IV YEAR & VII SEMESTER**

**BATCH: (2015-2019)**

**Course Incharge Faculty:**

**Mr.R.S.A.SORNA KUMAR**

**Assistant Professor**

**Department of Biotechnology**

**Jeppiaar Engineering College**

**Chennai- 600119**

## Vision of the Department

- To pursue excellence in producing bioengineers coupled with research attributes.

## Mission of the Department

- M1** To **impart** quality education and **transform** technical knowledge into career opportunities.
- M2** To **establish** a bridge between the **program and society** by **fostering** technical education.
- M3** To **generate societal conscious technocrats** towards **community development**
- M4** To **facilitate higher studies** and research in order to have an **effective career / entrepreneurship**.

## Program outcomes

<b>PO 1</b>	<b>Engineering knowledge:</b> Apply the knowledge of mathematics, science, engineering fundamentals, and an engineering specialization to the solution of complex engineering problems.
<b>PO 2</b>	<b>Problem analysis:</b> Identify, formulate, review research literature, and analyze complex engineering problems reaching substantiated conclusions using first principles of mathematics, natural sciences, and engineering sciences.
<b>PO 3</b>	<b>Design/development of solutions:</b> Design solutions for complex engineering problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations
<b>PO 4</b>	<b>Conduct investigations of complex problems:</b> Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions.
<b>PO 5</b>	<b>Modern tool usage:</b> Create, select, and apply appropriate techniques, resources, and modern engineering and IT tools including prediction and modeling to complex engineering activities with an understanding of the limitations.
<b>PO 6</b>	<b>The engineer and society:</b> Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional engineering practice.
<b>PO 7</b>	<b>Environment and sustainability:</b> Understand the impact of the professional engineering solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.
<b>PO 8</b>	<b>Ethics:</b> Apply ethical principles and commit to professional ethics and responsibilities and norms of the engineering practice.
<b>PO 9</b>	<b>Individual and team work:</b> Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
<b>PO 10</b>	<b>Communication:</b> Communicate effectively on complex engineering activities with the engineering community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.
<b>PO 11</b>	<b>Project management and finance:</b> Demonstrate knowledge and understanding of the engineering and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.
<b>PO 12</b>	<b>Life-long learning:</b> Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

## Program Educational Objectives (PEOs)

<b>PEO - 1</b>	To impart knowledge and produce competent graduates in the field of biotechnology
<b>PEO - 2</b>	To inculcate professional attributes and ability to integrate engineering issues to broader social contexts.
<b>PEO - 3</b>	To connect the program and community by fostering technical education.
<b>PEO - 4</b>	To provide a wide technical exposure to work in an interdisciplinary environment
<b>PEO - 5</b>	To prepare the students to have a professional career and motivation towards higher education.

## Program Specific Outcomes (PSOs)

<b>PSO 1</b>	<b><u>Professional Skills:</u></b> This programme will provide students with a solid foundation in the field of Biological Sciences and Chemical engineering enabling them to work on engineering platforms and applications in Biotechnology as per the requirement of Industries, and facilitating the students to pursue higher studies
<b>PSO 2</b>	<b><u>Problem-solving skills:</u></b> This programme will assist the students to acquire fundamental and problem solving knowledge on subjects relevant to Biotechnology thereby encouraging them to understand emerging and advanced concepts in modern biology
<b>PSO 3</b>	<b><u>Successful Career and Entrepreneurship:</u></b> Graduates of the program will have a solid successful career and entrepreneurial ability with the blend of inputs from basic science, engineering and technology, thereby enabling them to translate the technology and tools in various industries and/or institutes

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# JEPPIAAR ENGINEERING COLLEGE

## DEPARTMENT OF BIOTECHNOLOGY

BT6014

BIO- INDUSTRIAL ENTREPRENEURSHIP

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### SYLLABUS

#### OBJECTIVES:

- To enable the students to understand the sources of innovation opportunities and development of the skills to identify and analyze these opportunities for entrepreneurship and innovation.
- To develop personal skills set for creativity, innovation and entrepreneurship and specific concepts and tools for combining and managing creativity in organization.

#### UNIT I 9

- Should You Become an Entrepreneur?
- What Skills Do Entrepreneurs Need?
- Identify and Meet a Market Need
- Entrepreneurs in a Market Economy
- Select a Type of Ownership

#### UNIT II 9

- Develop a Business Plan

#### UNIT III 9

- Choose Your Location and Set Up for Business
- Market Your Business
- Hire and Manage a Staff

#### UNIT IV 9

- Finance, Protect and Insure Your Business
- Record Keeping and Accounting
- Financial Management

#### UNIT V 9

- Meet Your Legal, Ethical, Social Obligations
- Growth in Today's Marketplace

**TOTAL : 45 PERIODS**

#### COURSE OUTCOMES

<b>CO1:</b>	To enable the students to understand the sources of innovation opportunities in market
<b>CO2:</b>	To develop the skills to identify and analyze opportunities in market for entrepreneurship and innovation.
<b>CO3:</b>	To develop personal skills set for creativity, innovation and entrepreneurship
<b>CO4:</b>	To learn specific concepts and tools for combining and managing creativity in organization.
<b>CO5:</b>	To help student assess and apply their strengths in marketing.
<b>CO6:</b>	To prepare students in order to pursue professional development opportunities and/or graduate education.

**TEXT BOOK:** Entrepreneurship Ideas in Action—South-Western, 2000.

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**JEPPIAAR ENGINEERING COLLEGE**  
**DEPARTMENT OF BIOTECHNOLOGY**  
**BT6014 BIO- INDUSTRIAL ENTREPRENEURSHIP**  
**BATCH: 2014-2018**  
**LESSON PLAN**

<u>S.No</u>	<u>Topics to be covered</u>	<u>Hours</u>	<u>Reference</u>
<b>UNIT-I</b>			
1.	Should You Become an Entrepreneur? - I	1	TB1-Ch-1- (04-21)
2.	Should You Become an Entrepreneur? - II	2	TB1-Ch-1- (04-21)
3.	What Skills Do Entrepreneurs Need? – I	3	TB1-Ch-1-12 (05, 26, 37, 55, 65, 83, 111, 139, 149, 169, 201, 229, 261, 291, 323, 333,353, 385)
4.	What Skills Do Entrepreneurs Need? – II	4	TB1-Ch-1-12 (05, 26, 37, 55, 65, 83, 111, 139, 149, 169, 201, 229, 261, 291, 323, 333,353, 385)
5.	Identify and Meet a Market Need – I	5	TB1-Ch-4- (90-117)
6.	Identify and Meet a Market Need – II	6	TB1-Ch-4- (90-117)
7.	Entrepreneurs in a Market Economy – I	7	TB1-Ch-2- (34-61)
8.	Entrepreneurs in a Market Economy – II	8	TB1-Ch-2- (34-61)
9.	Select a Type of Ownership	9	TB1-Ch-1- (176-207)
<b>UNIT-II</b>			
10.	Develop a Business Plan-I	10	TB1-Ch-3- (62-67)
11.	Develop a Business Plan-II	11	TB1-Ch-3- (68-71)
12.	Develop a Business Plan-III	12	TB1-Ch-3- (71-73)
13.	Develop a Business Plan-IV	13	TB1-Ch-3- (73-76)
14.	Develop a Business Plan-V	14	TB1-Ch-3- (77-79)
15.	Develop a Business Plan-VI	15	TB1-Ch-3- (80-82)
16.	Develop a Business Plan-VII	16	TB1-Ch-3- (83-85)
17.	Develop a Business Plan-VII	17	TB1-Ch-3- (86-87)
18.	Develop a Business Plan-IX	18	TB1-Ch-3- (87-89)
<b>UNIT-III</b>			
19.	Choose Your Location and Set Up for Business-I	19	TB1-Ch-8- (209-235)
20.	Choose Your Location and Set Up for Business-II	20	TB1-Ch-8- (209-235)
21.	Choose Your Location and Set Up for Business-III	21	TB1-Ch-8- (209-235)

22.	Market Your Business-I	22	TB1-Ch-5- (118-145)
23.	Market Your Business-II	23	TB1-Ch-5- (118-145)
24.	Market Your Business-III	24	TB1-Ch-5- (118-145)
25.	Hire and Manage a Staff-I	25	TB1-Ch-5- (302-305)
26.	Hire and Manage a Staff-II	26	TB1-Ch-5- (302-305)
27.	Hire and Manage a Staff-III	27	TB1-Ch-5- (302-305)
<b>UNIT-IV</b>			
28.	Finance, Protect and Insure Your Business-I	28	TB1-Ch-9- (237-267)
29.	Finance, Protect and Insure Your Business-II	29	TB1-Ch-9- (237-267), TB1-Ch-12- (331-267)
30.	Finance, Protect and Insure Your Business-III	30	TB1-Ch-9- (237-267), TB1-Ch-12- (331-267)
31.	Record Keeping and Accounting	31	TB1-Ch-9- (253-256)
32.	Record Keeping and Accounting	32	TB1-Ch-9- (253-256)
33.	Record Keeping and Accounting	33	TB1-Ch-9- (253-256)
34.	Financial Management	34	TB1-Ch-9- (253-256)
35.	Financial Management	35	TB1-Ch-9- (253-256)
36.	Financial Management	36	TB1-Ch-9- (253-256)
<b>UNIT-V</b>			
37.	Meet Your Legal, Ethical, Social Obligations-I	37	TB1-Ch-7- (187-290) TB1-Ch-13- (370-378)
38.	Meet Your Legal, Ethical, Social Obligations-II	38	TB1-Ch-7- (187-290) TB1-Ch-13- (370-378)
39.	Meet Your Legal, Ethical, Social Obligations-III	39	TB1-Ch-7- (187-290) TB1-Ch-13- (370-378)
40.	Meet Your Legal, Ethical, Social Obligations-IV	40	TB1-Ch-7- (187-290) TB1-Ch-13- (370-378)
41.	Meet Your Legal, Ethical, Social Obligations-V	41	TB1-Ch-7- (187-290) TB1-Ch-13- (370-378)
42.	Growth in Today's Marketplace	42	TB1-Ch-13- (378-386)
43.	Growth in Today's Marketplace	43	TB1-Ch-13- (378-386)
44.	Growth in Today's Marketplace	44	TB1-Ch-13- (378-386)
45.	Growth in Today's Marketplace	45	TB1-Ch-13- (378-386)

**TEXTBOOK:**

**TB1:** Entrepreneurship Ideas in Action—South-Western, 2000.





Reg. No. :

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**Question Paper Code : 50179**

**B.E./B.Tech. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2017**

**Seventh Semester**

**Bio-Technology**

**BT6014 – BIO INDUSTRIAL ENTREPRENEURSHIP**

**(Regulations 2013)**

**Time : Three Hours**

**Maximum : 100 Marks**

**Answer ALL questions**

**PART – A**

**(10×2=20 Marks)**

1. List the characteristics of a successful entrepreneur.
2. What is known as equilibrium price and quantity ?
3. State the usefulness of business plan.
4. List the important elements of the main body of any business plan.
5. What is meant by market share ?
6. Define return on investment.
7. Comment on equity capital.
8. Mention various financial sources available for start-up business.
9. What is the need for business ethics ?
10. How market place becomes important in sustaining the growth of your business ?

**PART – B**

**(5×16=80 Marks)**

11. a) Explain in detail the various aspects of market economy.

**(OR)**

- b) Explain in detail the various factors involved in identification of a market need.



**50179**



12. a) Develop a model business plan of your own interest.

(OR)

b) Explain in detail the basic elements of a business plan.

13. a) Discuss about developing marketing strategy for a business.

(OR)

b) Explain in detail about staffing needs, recruiting and hiring employees.

14. a) Describe in detail the various ways to finance your business.

(OR)

b) State how record keeping and accounting could be done to monitor the progress of your business establishment.

15. a) Discuss about the intellectual property rights of entrepreneurs with suitable examples.

(OR)

b) Present a case study to show the growth of any business in today's market place.

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**ANNA UNIVERSITY EXAMINATION NOV/DEC, 2017**  
**BT6014 BIOINDUSTRIAL ENTREPREUNERSHIP (R2013)**  
**SOLVED UNIVERSITY QUESTION PAPER**

**PART-A (2\*10=20 Marks)**

**1. List the Characteristics of Successful Entrepreneurs.**

Successful entrepreneurs are:

- independent
- self-confident
- determined
- goal-oriented
- achievement-oriented with high standards
- able to act quickly
- technologically current

**2. What is known by equilibrium price and quantity?**

Equilibrium price and quantity: the point at which the supply and demand curves meet

**3. State the Usefulness of a Business Plan.**

Usefulness of a business plan

- Makes you think about all aspects of your business.
- May help you secure financing for your business.
- Helps you communicate your ideas to others.
- Can serve as a tool for managing your business.

**4. List the important elements of the main body of any Business plan.**

- Introductory elements
- Cover letter
- Cover sheets
- Table of contents
- Statement of purpose
- Executive summary
- Main body of your plan
- Appendix

**5. What is meant by market share?**

**Market share:** a business's percentage of the total sales generated by all companies in the same market

The total market for a product must be known in order for market share to be determined.

$$\text{Amount of Sales} \div \text{Total Market Size}$$

**6. Define return on investment.**

**Return on investment (ROI) :** amount earned as a result of the investment

- Usually expressed as a percentage
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**7. Comment on Equity capital**

**Equity capital** is money invested in a business in return for a share in the business's profits.

- **Sources of equity capital**
- Personal financing
- Friends and family
- Venture capitalist

**8. Mention various financial sources available for start-up business.**

- Finding financing in any economic climate can be challenging, whether you're looking for start-up funds, capital to expand or money to hold on through the tough times. ...
- Consider Factoring.
- Get a Bank Loan.
- Use a Credit Card.
- Tap into Your 401(k)
- Try Crowd funding.
- Pledge Some of Your Future Earnings.
- Attract an Angel Investor.

**9. What is the need for business ethics?**

Business ethics are must to safeguard rights of the consumers. Protecting employees and shareholders: Business ethics are required to protect the interest of employees, shareholders, competitors, dealers, suppliers, etc. It protects them from exploitation through unfair trade practices.

**10. How market place becomes important in sustaining the growth of your business?**

- Create a plan for growth
- A plan for expansion should include strategies for:
- Attaining measurable objectives and goals
- Hiring managers and supervisors
- Financing expansion
- Obtaining resources for expansion

**PART-B (5\*16=80)**

**11. A) Explain in details the various aspects of market economy.** (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg. 90-117)

**or**

**B) Explain in detail the various factors involved in identification of a market need.** (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg. 90-117)

**12. A) Develop a model business plan of your own interest.** (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.61-82)

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**Or**

**B) Explain in detail the basic elements of a business plan.** (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.62-73)

- 13. A) Discuss about developing marketing strategy for a business. Plan** (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg. 118-145)

**Or**

**B) Explain in detail about staffing needs, recruiting and hiring employees.** (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg. 302-305)

- 14. A) Describe in detail about various ways to finance your business.** (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.237-267)

**Or**

**B) State how record keeping and accounting could be done to monitor the progress of your business establishment.** (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.253-256), (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.237-267)

- 15. A) Discuss about the intellectual property rights of entrepreneurs with suitable examples.** (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.370-378)

**Or**

**B) Present a case study to show the growth of any business in today's market place.** (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.370-378)

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# **Unit – I**

## **PART-A**

### **1. Define Entrepreneurs.**

- people who own, operate, and take the risk of a business venture

### **2. what is meant by Entrepreneurship?**

- The activity of running a business of one's own
- They provide a service or product to meet those unmet needs.

### **3. Who is an Employee?**

- People who work for someone else
- Additional earnings go to the business owner, not to the employee.

### **4. What is the need for development of Entrepreneurs? (Nov/Dec,2016)**

- To set your own schedule, to work out of your home, to pursue a personal dream, to “be the boss”, for the expected financial reward

### **5. What are the Integrity and Ethical Behavior of an entrepreneur?**

- Entrepreneurs should behave ethically in all areas of business.
- The actions taken and the results of those actions should be considered.

### **6. List the Types of Entrepreneurial Businesses**

- Manufacturing, wholesaling, retailing, service, agricultural, mining and extracting

### **7. What do you mean by Green Entrepreneurship?**

- Many types of businesses may focus on being organic or “green.”
- It is important to educate customers about how products or services benefit the earth and conserve resources

### **8. What are the Entrepreneurial Opportunities in Economic Recovery**

Small businesses are an important part of the economic recovery. They are:

- willing and able to make changes quickly
  - more creative than large companies
  - Their experimentation and innovation lead to technological change and increased productivity.
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### **9. List the Characteristics of Successful Entrepreneurs**

Successful entrepreneurs are independent, self-confident, determined, goal-oriented, achievement-oriented with high standards, able to act quickly, technologically current

### **10. List out the Characteristics of Good Team Members**

Good team members display the following traits: commitment, competency, communication, cooperation, creativity

### **11. what are the criteria to choose your area of work?**

Choose a field that interests :

- you will enjoy
- matches your personal values
- you have aptitudes/skills in

### **12. Assess the Advantages of Entrepreneurship**

Entrepreneurs:

- are their own bosses
- can choose a business that interests them
- can be creative
- can make large sums of money

### **13. Assess the Disadvantages of Entrepreneurship**

Disadvantages of entrepreneurship include:

- risk
- uncertain and irregular incomes
- long hours
- all decisions are made independently

### **14. What do you mean by ideas?**

- Thoughts or concepts that come from creative thinking
  - Hobbies and Interests
  - Past Experiences
  - Discovery or Invention
-

**15. How would you investigate the Opportunities available for you**

- Sources of Information
- Internet
- library
- *County Business Patterns*
- Small Business Administration
- special meetings where companies of the same or related industry display their products

**16. Compare Different Opportunities**

- For each business opportunity, you should consider:
- Will people buy my product or service?
- How much money is required to start the business?
- How many hours per week will it take to run the business?
- Do I have the right background to run this business?
- How much money could I make running this business?

**17. What are the goals you will set ?**

**Financial Goals**

- Financial goals should be:
- realistic
- measurable
- easily attainable in the time allotted

**Nonfinancial Goals**

- Nonfinancial goals may include:
  - personal satisfaction
  - serving a community need
  - doing something you like
  - enjoying personal independence
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**18. What skills do entrepreneurs need?**

- Writing skills
- Speaking skills
- Telephone tips
- Making the most of personal contacts
- Listening skills

**19. What are the rules for writing business letters?**

- Key all formal correspondence.
- Spell names correctly and have the correct address.
- Always date your business correspondence.
- Use names and titles appropriately.
- Be direct and positive.
- Be persuasive and specific.
- Avoid using fancy language.
- Be polite.
- Use an appropriate closing.
- Proofread for spelling and grammatical errors.

**20. Give tips on how to have a fruitful Telephonic conversation ?**

- Speak clearly, and talk directly into the receiver.
- Be cheerful.
- Always speak politely.
- Think about what you are going to say before you make a call.

**21. List out the Listening skills.**

- Focus your attention on the person who is speaking.
  - Think about and try to understand what the other person is saying.
  - Ask questions to make sure you understand what the person is saying.
  - Take notes to confirm what you are hearing.
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**22. What are the Basic math skills, an entrepreneur needs to be skilled in ?**

- Addition and subtraction
- Multiplication
- Averages using division

**23. What are different Sales transactions ?**

- Purchase orders and invoices
- Sales tax
- Sales slips
- Managing a cash drawer

**24. List out the different areas where Percentages are used**

- Growth rates
- Interest payments
- Exact interest method
- Ordinary interest method
- Markups and markdowns
- Discounts

**25. How can one use problem-solving process in business ?**

- Define the problem
- Gather information
- Identify various solutions
- Evaluate alternatives and select the best option
- Take action
- Evaluate the action

**26. List out the methods for Group problem solving**

- **Brainstorming**
    - **Brainstorming** is a creative group problem-solving technique that involves generating a large number of fresh ideas.
  - **Consensus-based decision making**
    - **Consensus** is agreement among a group of people.
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### 27. What is a target market? (Nov/Dec,2016)

- The **target market** is the individuals or companies that are interested in a particular product or service and are willing and able to pay for it.
- The **marketing concept** uses the needs of customers as the primary focus during the planning, production, distribution, and promotion of a product or service.

### 28. How do you Understand your customer?

- **Customers** are the people who buy the products and services companies offer.
- Customers buy goods and services to satisfy economic wants and needs.
- An *economic want* is an unfilled desire of a customer.
- An *economic need* is anything that is required to live.

### 29. Define Demographics and psychographics

- **Demographics** are data that describe a group of people in terms of their age, marital status, family size, ethnicity, gender, profession, education, and income.
- **Psychographics** are data that describe a group of people in terms of their tastes, opinions, personality traits, and lifestyle habits.
- and needs.

### 30. What is the importance of a customer profile? (Nov/Dec,2016)

- A **customer profile** is a description of the characteristics of the person or company that is likely to purchase a product or service.
- The importance of a customer profile will help you understand how to meet customer demand. Understanding your competition will help you identify unmet needs.
- Disadvantage of market segmentation
- You might market to a group who is not interested in the product or might overlook a segment that would be very interested in the product.

### 31. What are Market segments and market research?

- Groups of customers within a large market who share common characteristics are known as **market segments**.
- **Market research** is a system for collecting, recording, and analyzing information about customers, competitors, goods, and services.

### 32. Define Direct and indirect competition

- **Direct competition** is competition from a business that makes most of its money selling the same or similar products or services as another business.
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- **Indirect competition** is competition from a business that makes only a small amount of money selling the same or similar products or services as another business.

### **33. Differentiate Need from Want?**

- **Needs** : things that are necessary for survival
- **wants**
  - things you think you must have in order to be satisfied
  - add comfort and pleasure to your life

### **34. What does Maslow's hierarchy of needs states?**

Maslow's hierarchy of needs states that:

- People's basic psychological needs must be satisfied before they can focus on higher level needs.
- are different for each person
- vary by situation

### **35. What is Economic Resources?**

- the means through which goods and services are produced
- goods
- products you can see and touch
- services
- activities that are consumed as they are produced

### **36. what do you mean by Limited Resources?**

- Economic resources are limited.
- Individuals, businesses, and countries compete for resources.
- High demand for a limited resource drives up the price for the resource.

### **37. What is Law of Diminishing Returns ?**

- If one factor of production is increased while others stay the same, the resulting increase in output (product produced) will level off after some time and then will decline.

### **38. What is capitalism ?**

- the private ownership of resources by individuals rather than by the government
-

- individual businesses and consumers make production decisions
- also called free enterprise
- Private Property
- You may own whatever you want as long as you operate within the law.
- Government intervention occurs only when individual decisions will bring harm to others.

### 39. Define Scarcity

- **Scarcity** : occurs when there are limited resources available to meet the unlimited needs and wants of consumers
- Scarcity forces you to make decisions about tradeoffs.

### 40. Define supply and demand.

**Supply** : how much of a good or service a producer is willing to produce at different prices

**Demand** : the quantity of a good or service that consumers are willing to buy at a given price

### 41. What do you mean by Franchise ownership

- A **franchise** is a legal agreement that gives an individual the right to market a company's products or services in a particular area.
- A *franchisee* is the person who purchases a franchise agreement.
- A *franchisor* is the person or company that offers a franchise for purchase.

### 42. What are the advantages and disadvantages of Partnership? (Nov/Dec,2016)

#### Advantages

- Shared decisions
- Shared investment
- Shared risk

#### Disadvantages

- Sharing responsibilities and profits with others. (disagreements)
- Fear of being held legally liable for the errors of their partners.
- Partnership agreement



## **PART-B**

1. Why should You Become an Entrepreneur? (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.04-9))
  2. Write a detailed note on Entrepreneurship (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.04-9)
  3. Is Entrepreneurship Right for You? (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.05-15)
  4. How will you explore Ideas and Opportunities in a market? (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.07-17)
  5. What are the Problem Solving ability for Entrepreneurs? (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.10-21)
  6. What skills do entrepreneurs need? (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg. 05, 26, 37, 55, 65, 83, 111, 139, 149, 169, 201, 229, 261, 291, 323, 333,353, 385)
  7. What are the basic math skills that you need in your business? (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg. 37, 55, 65, 83, 111, 139, 149, 169, 201, 229, 261, 291)
  8. What is meant by six-step problem-solving model. (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg. 201, 229, 261, 291, 323, 333,353, 385)
  9. How to Perform Market Research(Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg. 65, 83, 111, 139, 149, 169)
  10. How can you identify a target market by understanding your customers? (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.90-95)
  11. What does a questionnaire contains? (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.92-98)
  12. How will you determine your direct and indirect competition? (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg. 90-117)
  13. How can you analyze the strengths and weaknesses of competitors? (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.04-9)
  14. How does an Entrepreneurs Satisfy Needs and Wants? (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg. 90-117)
  15. Compare and contrast different types of economic systems. (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg. 90-117)
  16. Explain how scarcity affects economic decisions. (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg. 34-61)
  17. Explain how business functions are used to satisfy consumers. (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg. 34-61)
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18. Recognize how supply and demand interact to determine price. (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg. 34-61)
19. Describe how costs of doing business affect the price of a good or service. (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg. 176-207)
20. Explain the effect of different market structures on price. (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg. 176-207)

### **PART-C**

1. How can you run an Existing Business? (Nov/Dec, 2016) (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg. 229, 261, 291, 323, 333, 353, 385)
2. How do you own a Franchise or Start a Business? (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg. 90-120)
3. What are the advantages and disadvantages of starting a new business? (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg. 95-104)
4. Evaluate the different legal forms for a business. (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg. 34-61)
5. List out different types of Entrepreneurial business with examples. (Nov/Dec, 2016) (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg. 176-207)

## **Unit – II**

### **PART-A**

#### **1. What is a business plan?**

- A **business plan** is a written document that describes all the steps necessary in opening and operating a successful business.

#### **2. What is the Purposes of a written business plan? (Nov/Dec, 2016)**

- Explains the idea behind your business and spells out how your product or service will be produced and sold.
- Sets specific objectives and describes how your business expects to achieve them.
- Describes the background and experience of the people who will be running the business.

#### **3. List the Importance of a business plan**

- Makes you think about all aspects of your business.
  - May help you secure financing for your business.
-

- Helps you communicate your ideas to others.
- Can serve as a tool for managing your business.

**4. What are the seven basic elements of a business plan**

- History and background
- Goals and objectives
- Products or services
- Form of ownership
- Management and staffing
- Marketing
- Current and projected financial statements

**5. What are Goals and objectives of a business plan?**

- Your business plan should outline your goals—short-term, medium-term, and long-term.

**6. Illustrate on the Products or services in a business plan.**

The business plan should:

- Explain how your products or services differ from those already on the market.
- Describe the industry you will operate in.
- Describe the location of your business.

**7. What are the aspects be considered for marketing section? (Nov/Dec,2016)**

The marketing section should:

- Identify your prospective customers
- Describe the size of the market for your product or service.
- Explain how you plan to enter the market.
- Explain how you plan to deal with competition

**8. What are the elements of Current and projected financial statements?**

The financial section has three elements:

- Identification of risks
  - Financial statements
  - Funding request and return on investment
-



## **9. What are the different researches in business plan?**

- Print resources
- Online resources
- People resources
- Additional resources

## **10. What is the need for a written Business Plan? (Nov/Dec,2016)**

- A business plan is an essential roadmap for business success. This living document generally projects 3-5 years ahead and outlines the route a company intends to take to grow revenues.

## **11. What is an Executive Summary**

- Your executive summary is a snapshot of your business plan as a whole and touches on your company profile and goals. Read these tips about what to include.

## **12. Define Company Description**

- Your company description provides information on what you do, what differentiates your business from others, and the markets your business serves.

## **13. What is Market Analysis**

- Before launching your business, it is essential for you to research your business industry, market and competitors.

## **14. What do you look in the Service or Product Line of a business plan?**

- What do you sell? How does it benefit your customers? What is the product lifecycle? Get tips on how to tell the story about your product or service.

## **15. What is Funding Request in a business plan?**

- If you are seeking funding for your business, find out about the necessary information you should include in your plan.

## **16. What are different Financial Projections you need to look into ?**

- If you need funding, providing financial projections to back up your request is critical. Find out what information you need to include in your financial projections for your small business.
-

### **17. What is the use of Appendix in a business plan?**

- An appendix is optional, but a useful place to include information such as resumes, permits and leases. Find additional information you should include in your appendix.

### **18. How to Make Your Business Plan Stand Out ?**

- What makes your business unique? Determining this could help you stand out from the crowd and give you advantages over your competitors.

### **19. What is Introductory elements in business plan?**

The introductory elements of your business plan - your cover page, executive summary, and table of contents - determine what kind of first impression you make on readers. In many cases, the introductory elements, especially the executive summary, will determine whether readers read the rest of your plan at all.

### **20. What is a cover letter in business?**

A cover letter is a written document submitted with a job application explaining the applicant's credentials and interest in the open position.

### **21. What is the title page of a business plan?**

The title page of your business plan is the first page a banker or investor sees. As a result, it should be structured neatly and appeal to your intended audience. The title page generally includes the following items; Name of your business or proposed name of your business.

### **22. What is a table of content?**

A Table of Contents will act as an organized outline and navigational system for your business plan. ... The Table of Contents should clearly state all the major sections of the business plan, as well as subcategories under each major section. The Table of Contents usually precedes the Executive Summary.

### **23. What is the definition of statement of purpose?**

A Statement of Purpose is a sentence that you write, which states, in some detail, what you want to learn about in your research project. The statement guides you as you work so that you will read and take notes only on what's needed for your project.

### **24. Why is the Executive Summary The most important part of a business plan?**

The purpose of the executive summary is to explain the main features of your business in a way that will make the reader want to learn more. Yet it must also include enough information that investors can see the potential behind your business without having to read the entire plan.

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## **25. What should be included in an executive summary?**

An executive summary, or management summary, is a short document or section of a document, produced for business purposes, that summarizes a longer report or proposal or a group of related reports in such a way that readers can rapidly become acquainted with a large body of material without having to read it all.

## **26. What is in the executive summary of a business plan?**

The second in a comprehensive series to help you craft the perfect business plan for your startup. The Executive Summary is a brief outline of the company's purpose and goals. While it can be tough to fit on one or two pages, a good Summary includes: A brief description of products and services.

## **27. What is a financial statement of a company?**

Types of financial statements include balance sheets, which list the business's assets, liabilities, and net worth, and income statements, which indicate how much revenue the business generated over a specific time period as well as its expenses.

## **28. What do financial plans include?**

Your financial plan should include three key financial statements: the income statement, the balance sheet and the cash flow statement. Let's look at what each statement is and why you need it. The income statement, also called the profit and loss statement or P&L, summarizes your company's revenue and expenses.

## **29. How do you calculate return on investment?**

ROI measures the amount of return on an investment relative to the investment's cost. To calculate ROI, the benefit (or return) of an investment is divided by the cost of the investment, and the result is expressed as a percentage or a ratio.

## **30. Define Invest management.**

Investment management is a generic term that most commonly refers to the buying and selling of investments within a portfolio. Investment management can also include banking and budgeting duties, as well as taxes.

## **PART-B**

1. Why Do You Need a Business Plan? (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.62-67)
  2. What Goes into a Business Plan? (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg. 62-67)
  3. How will you create an Effective Business Plan? (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg. 62-67)
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4. Explain the purpose of writing a good business plan. (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.68-71)
5. Describe the importance of a business plan. (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg. 68-71)
6. How can you research for your business plan? (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.72-73)
7. How will you organize your business plan? (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.73-89)

### **PART- C**

1. List the seven basic elements of a business plan. (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.62-73)
2. What are the three main purpose of a business plan and why is it important to an entrepreneur? (Nov/Dec, 2016) (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.61-82)
3. List the elements of the main body of a business plan and explain why each one is important. (Nov/Dec, 2016) (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.62-89)

## **UNIT- III**

### **PART-A**

#### **1. What are the location possibilities for a startup?**

- Downtown areas
- Neighborhood shopping centers
- Community shopping centers
- Regional shopping centers
- Super-regional shopping centers
- Stand-alone stores
- Warehouses

#### **2. Define a trade area.**

The **trade area** is the area from which you expect to attract customers. Avoid locating too close to competitors and try to draw from a different area.

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### 3. How would you choose your site ?

- Rent is lower in neighborhood shopping centers than in community and regional centers because neighborhood shopping centers won't attract as many customers, thus sales are low; high supply and low demand.

### 4. What are the service businesses for which location is important?

Five types of service businesses for which location is important are:

- Insurance Office
- Doctors Office
- Architect
- Employment agency
- Restaurant

### 5. What are the service businesses for which location is not important?

Five types of service businesses for which location is not important are:

- Lawn service
- Painter
- Carpenter
- Upholsterer
- Taxi company

### 6. What are the locations for an industrial business

- **Industrial parks** are sections of land that can be used for industrial business locations.
- **Enterprise zones** are areas that suffer from lack of employment opportunities.
- Businesses that locate in enterprise zones are eligible for favorable tax treatment because the government want to encourage employment for the residents.

### 7. What are the advantages to operate your business from home

- Advantages of operating your business from home include:
    - Rent
    - Utility
    - Insurance
    - Other costs are reduced or eliminated
-

- Tax deductions
- You don't need to commute

#### 8. How is the Layout of a service business influenced ?

- Layout is influenced by where services take place:
- At the business location
- At the customer's location—on-site

#### 9. Layout of a wholesale business

- Locate in a one-story warehouse
- Keep merchandise close to the shipping dock
- Store popular items in accessible locations
- Be sure there are areas that accommodate merchandise of all sizes
- Keep walkways free of merchandise
- Store items safely

#### 10. Layout of a manufacturing business

- Work teams should be situated close together
- Supervisors should be able to easily observe the people they supervise
- Exits should be clearly marked and easily accessible
- Any hazardous materials should be stored safely
- Equipment and machinery should be positioned in a way that reduces the chance of an accident

#### 11. What is a inventory ?

- **Inventory** is the quantity of goods and materials on hand
  - Purchase inventory for
  - Start-up business
  - Ongoing business
  - The **reorder point** is a predetermined level of inventory when new stock must be purchased.
  - Determine the amount of inventory to keep in stock by establishing reorder points for each product you sell; determine costs of carrying inventory.
-

## **12. How would you choose vendors?**

- When choosing a vendor one must research different vendors using published material, the internet, and word of mouth.
- Then evaluate different vendors' merchandise and price quotes

## **13. What is Marketing?**

**Marketing** are activities of a company associated with buying and selling a product or service. It includes advertising, selling and delivering products to people.

## **14. What are Short-Term Goals?**

- Achievements for the next year are the focus of short-term goals.
- number of customers
- level of sales
- level of profits

## **15. What is Medium-Term Goals?**

- Achievements for the next two to five years are the focus of medium-term goals.
- Make sure your marketing strategy facilitates achievement of medium-term goals.

## **16. What are Long-Term Goals?**

- Achievements for a 5, 10, or 20 year time horizon are the focus of long-term goals.
- Long-term goals can help define current marketing plans.

## **17. What is a Product Mix ?**

- **product mix**
  - the different products and services a business sells
  - Entrepreneurs may carry some products that are not profitable because the products provide a convenience for customers.

## **18. How would you Select Product Features? (Nov/Dec,2016)**

- product characteristics that will satisfy customer needs
- The target market should be considered when selecting product features.

## **19. Define price.**

**Price:** the amount a customer pays for a product or service

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- needs to be low enough that customers buy from you
- needs to be high enough so revenues exceed expenses

## 20. What is a Return on Investment ?

**Return on investment (ROI)** : amount earned as a result of the investment

- Usually expressed as a percentage

## 21. What is a Market Share

**market share**: a business's percentage of the total sales generated by all companies in the same market

The total market for a product must be known in order for market share to be determined.

- $\text{Amount of Sales} \div \text{Total Market Size}$

## 22. How do we determine a Price for a Product?

- Demand-Based Pricing
- Cost-Based Pricing
- Competition-Based Pricing
- Time-Based Pricing
- Bundling
- Pricing Techniques
- Introductory Pricing
- Psychological Pricing
- Discount Pricing

## 23. Identify your need for employees.

- What kind of employees do I need?
- What skills am I missing?
- What skills do I need daily?
- What skills do I need occasionally?

## 24. What is a job description?

- A **job description** is a written statement listing the duties and responsibilities of a job.
-

## 25. Define an organizational structure

- An **organizational structure** is a plan that shows how the various jobs in a company relate to one another.

## 26. How can you recruit employees?

- Classified advertising
- Employment agencies
- College placement centers
- Screen job applicants
- Interview job applicants
- Check references

## 27. What are the Alternatives to adding staff?

- Hire freelancers or interns
- **Freelancers** are people who provide services to businesses on an hourly basis or by the job.
- **Interns** are students who will work for little or no pay in order to gain experience in a particular field.
- Hire temporary workers

## 28. How can you train your employees

- On-the-job training
- Coaching
- Mentoring
- Conferences and seminars

## 29. How do you motivate your employees

- Pay them well.
- Treat them fairly.
- Recognize them for the work they do.
- Give them adequate responsibility.

## 30. What makes a good team

- Establish trust among team members and gain their trust.
-

- Make sure that all team members understand the goals you have set.
- Encourage team members to be creative and innovative.
- Make team members feel like partners in your business.
- Help team members learn from their mistakes.
- Build the team's commitment to achieving the goals you have set.

### **31. How can you evaluate your employees**

- Create an evaluation procedure
- Promote employees
- Terminate employees

## **PART-B**

1. How will you choose a Retail Business Location? (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.209-235)
  2. Based on what criteria will you choose a Location for a Non-Retail Business? (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg. 209-235)
  3. How will you obtain Space and Design the Physical Layout(Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg. 209-235)
  4. List the ways you will purchase Equipment, Supplies, and Inventory(Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg. 209-235)
  5. How can you research on Research retail location possibilities? (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg. 209-235)
  6. How can you examine a location for a service business? (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg. 209-235)
  7. How will you select a location for an industrial business? (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg. 209-235)
  8. List the ways to operate your business from your home. What are its advantages? (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.118-145)
  9. Evaluate leasing versus buying space. (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg. 118-145)
  10. Design the layout for different types of businesses. (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg. 209-235)
  11. How will you acquire equipment and supplies by evaluating different vendors? (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg. 118-145)
  12. Explain the importance of marketing a business. (Cynthia L. Greene.
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Entrepreneurship. Ideas in Action. Pg.04-9)

13. Discuss how to develop a marketing strategy for a business. (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg. 118-145)
14. Describe what information is included in a marketing plan. (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg. 118-145)
15. Explain how the marketing concept affects decisions regarding the product mix. (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg. 118-145)
16. Define and describe the importance of product features, branding, and positioning. (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg. 219-235)
17. List and describe various pricing techniques. (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg. 2012-225)
18. Determine the positions your business needs. (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.302-305)
19. How will you Recruit, interview, and select an employee. (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg. 302-305)
20. How can you lead your employees by developing a management style and desirable leadership qualities? (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg. 302-305)

### **Part- C**

1. Determine the level of inventory needed for your business. (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.209-220)
  2. How will you develop the Marketing Plan (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.209-230)
  3. Explain the types of data an entrepreneur collects through market research with a relevant case study. (Nov/Dec, 2016) (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.118-145)
  4. Describe the six steps of market and methodologies for application in business development. (Nov/Dec, 2016) (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.118-145)
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## **UNIT- IV**

### **PART-A**

#### **1. How would you prepare financial statements?**

- List of start-up costs
- Cash flow statement
- Income statement
- Balance sheet
- Personal financial statement

#### **2. What is a Start-up cost ?**

- **Start-up costs** are the one-time-only expenses that are paid to establish a business.
- Common start-up costs include:
  - Equipment and supplies
  - Furniture and fixtures
  - Vehicles
  - Remodeling
  - Legal and accounting fees
  - Licensing fees

#### **3. Define Cash flow statement.**

- A cash flow statement describes how much cash comes in and goes out of a business over a period of time.
- Many entrepreneurs create two types of cash flow statements based on a worst-case scenario and a best-case scenario.
- Worse-case scenario, you should project lower revenues and higher expenses than you think you will have.
- Best-case scenario, you should project the highest revenues and the lowest expenses your business is likely to have.
- Best-case and worst-case scenarios show you and lenders how much cash you will generate in any situation.

#### **4. Define Income statement.**

- An income statement is a financial statement that indicates how much money a
-

business earns or loses during a particular period.

- Also known as a profit and loss statement
- Difference from a cash flow statement

#### **5. Differentiate Income Statement vs Cash Flow Statement.**

- An income statement might show revenues you have not received and expenses you have not yet paid
- A cash flow statement only records money that actually has been received or paid.

#### **6. What is a Balance sheet ?**

- A balance sheet shows the assets, liabilities, and capital of a business at a particular point in time.
- Common adjustments are:
- Uncollectible accounts and depreciation

#### **7. What is a Personal financial statement?**

- A personal financial statement is a balance sheet of your holdings.
- It shows your personal assets, liabilities, and net worth.
- A bank requires a lot of financial information when considering lending money because it minimizes the risk of borrowers defaulting on loans.

#### **8. What are the different types of Bank loans?**

- Types of bank loans
- Secured loans – loans backed by collateral.
- Unsecured loans – loans that are not guaranteed with property.
- A secured loan is easier to obtain than an unsecured loan because the risk to the lender is much less.

#### **9. What are the Types of secured loans**

- Line of credit – agreement by a bank to lend up to a certain amount of money whenever the borrower needs it. A fee is charged.
- Short-term loan – a loan made for a very specific purpose that is repaid within a year.
- Long-term loan – a loan payable over a period longer than a year.

#### **10. What are the reasons for a bank to not lend money?**

- The business is a start up
-

- Lack of a solid business plan
- Lack of adequate experience
- Lack of confidence in the borrower
- Inadequate investment in the business

#### **11. What is meant by Small business administration loans**

- SBA loan assistance
- Requirements of SBA loans
- Apply for an SBA loan

#### **12. What are the two types of loans given by the SBA**

- A cash loan is a full loan repayable to the SBA
- A loan guarantee is a promise to the bank to pay a percentage of the loan if the borrower defaults.
- SBA assistance is in the form of loan guarantees because the lack of government funding for direct loans.

#### **13. What are the requirements of SBA loans?**

- Your business must be considered a small business.
- Your business must not be the leader in its field.
- Your business must comply with all federal employment laws.
- Your business cannot create or distribute ideas or opinions.
- You must have been unable to obtain financing from a commercial bank.
- You must invest a reasonable amount of your own money in the venture.
- You must provide adequate collateral.

#### **14. What are the common sources of loans apart from SBA?**

- Small Business Investment Companies—SBIC
  - Minority Enterprise Small Business Investment Companies—MESBIC
  - Department Of Housing And Urban Development—HUD
  - Economic Development Administration—EDA
  - State governments
  - Local and municipal governments
-



- Department of Housing and Urban Development (HUD)

**15. List the Criteria the department of housing and urban development (HUD) uses to grant loans to cities?**

The Criteria the department of housing and urban development (HUD) uses to grant loans to cities might include:

- High unemployment rates
- Low average incomes
- Few businesses

**16. What is equity capital? What are its sources**

- **Equity capital** is money invested in a business in return for a share in the business's profits.

**i. Sources of equity capital**

- ii.** Personal financing
- iii.** Friends and family
- iv.** Venture capitalist

**17. Define human risks.**

Human risks – caused by the actions of employees and customers. examples include accidents, theft, and robbery

**18. Define natural risks.**

Natural risks – caused by acts of nature. examples include storms, fires and earthquakes.

**19. What is Economic risk?**

Economic risks – occur because of changes in business conditions. examples include increase in competition, inflation, and recession.

**20. Define Shoplifting.**

- **Shoplifting** is the act of knowingly taking items from a business without paying.
- Customers shoplift millions of dollars in merchandise every year.

**21. How can you protect from Shoplifting**

- Entrepreneurs can protect their businesses from shoplifters by observing suspicious behavior, hire security, post signs, check bags behind the counter, and install electronics.
  - Behavior a potential shoplifter might exhibit might include: that a person looks
-

around to see if someone is looking at him or her

**22. What are the procedures to prevent Employee theft?**

- Procedures for preventing and detecting employee theft include:
- Prevent dishonest employees from joining your company. (Screen job applicants)
- Install surveillance systems.
- Establish a tough company policy regarding employee theft.
- Be on the lookout.

**23. What are the classifications of risk?**

- Pure risks present the chance of loss but no opportunity for gain
- Speculative risks offer you the chance to gain as well as lose from the risk.
- Controllable risks can be reduced or possibly even avoided by actions you take. Example is installing a security system.
- Uncontrollable risk is one that actions have no effect on.
- Insurability of risk

**24. What are the Types of insurance?**

- Property insurance – insures all business property against normal risks.
- Casualty insurance – protects a business against lawsuits.
- Life insurance – an insurance that is paid in the event that the holder of the policy dies.
- Workers' compensation – consists of payments to workers who are injured on the job.
- Other kinds of insurance – include: flood, business interruption, crime and renters insurance.

**25. What are the Types of records**

- Journals
  - Ledgers
  - Bank statements
  - Payroll records
  - Tax records
-

## 26. What are Journals?

- Sales journal
- Cash payments journal
- Cash receipts journal
- Purchases journal
- General journal

## 27. Define Bank statements

- A **check register** is a book in which you record the dates, amounts, and names of people or businesses to whom you have written checks.

## 28. What is Payroll records?

- A **payroll** is a list of people who receive salary or wage payments from a business.
- A payroll register includes the following information:
  - Employee's name
  - Number of hours worked
  - Regular and overtime earnings
  - Federal, state, and local taxes deducted
  - Social security and Medicare contributions deducted
  - Other deductions

## 29. What are Tax records?

- Income tax
- Business that earn profit must pay income tax. These taxes are paid quarterly ( every 3 months)
- Payroll deductions
- Sales tax

## 30. What are the Types of financial statements

- The balance sheet
  - The income statement
  - The cash flow statement
-

### 31. What is a balance sheet?

- A balance sheet lists what a business owns, what it owes, and how much it is worth *at a particular point in time.*

i.  $\text{Assets} = \text{Liabilities} + \text{Owner's equity}$

### 32. Define cash flow statement

- **Net cash flow** is the difference between cash receipts and disbursements.

i.  $\text{Cash receipts} - \text{Disbursements} = \text{Net cash flow}$

- Positive or negative cash flow
- Economic effects on cash flow

### 33. How will you track your inventory

- Perpetual inventory method
- Take a physical inventory
- Periodic inventory method

### 34. Analyze Net Profit on Sales

$$\text{Net profit on sales} = \text{Net income after taxes} \div \text{Net sales}$$

### 35. Calculate Net Sales

**gross sales:** dollar amount of all sales

**net sales** = gross sales — returns

### 36. Calculate Net Income After Taxes

$$\text{Gross profit} = \text{Net sales} - \text{Cost of goods sold}$$

- Net income from operations =
  1.  $\text{Gross profit} - \text{Operating expenses}$
  2.  $\text{Net income from operations} - \text{Interest expense}$
- Net income after taxes =
  1.  $\text{Net income before taxes} - \text{Income tax paid}$

### 37. Calculate and Analyze Net Profit on Sales

- $\text{Net profit on sales} = \text{Net income after taxes} \div \text{Net sales}$
  - Net profit helps to determine the profitability of your business.
-

- can compare with prior years
- can compare against industry standards

### **38. Define Return on Assets.**

- ROA indicates how profitable a company is relative to the total amount of assets invested in the company.
- $\text{Return on assets} = \text{Net income} \div \text{Total assets}$

### **39. Define Debt Ratio.**

- The amount of debt, relative to total assets, used to finance a business should be examined.
- $\text{Debt ratio} = \text{Total debt} \div \text{Total assets}$

### **40. What is Return on Equity**

- The ROE is the rate of return the owners are receiving on their equity investment.
- $\text{Return on equity} = \text{Net income} \div \text{Owner's equity}$

## **PART-B**

16. How will you put Together a Financial Plan (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.237-260)
  17. By what ways will you obtain Financing for Your Business (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.237-267)
  18. Briefly write on the ways to protect Your Business (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.237-267)
  19. What are different types of bank loans? (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.231-267)
  20. Explain Small Business Administration loans. (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.231-251)
  21. How can you categorize business risk? (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.253-256)
  22. Identify and list the security precautions to protect your business from different types of theft. (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.253-256)
  23. Determine the different types of insurance you may need for your business. (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.04-9)
  24. How can you Track Your Inventory (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.253-256)
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25. How can you determine whether you need a professional to help you with your record-keeping and accounting? (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.253-256)
26. Determine how much inventory to keep in stock. (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg. 253-256)
27. Describe the strategies for managing cash flow. (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.252-257)
28. Evaluate a business's performance through financial statement analysis. (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.252-257)

### **PART-C**

1. Briefly write on the ways to protect Your Business. (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.236-267)
2. How can you Set Up a Record-Keeping System? (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.253-256)
3. Demonstrate the understanding of balance sheets, income statements, and cash flow statements. (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.237-267)
4. Explain the advantages and disadvantages of owning a franchise. (Nov/Dec, 2016) (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.237-267)
5. Explain the main benefits of setting up your business as corporation. (Nov/Dec, 2016) (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.253-256)

## **UNIT- V**

### **PART-A**

#### **1. List the Regulations that promote competition**

- Antitrust legislation
  - Sherman Act
  - Clayton Act
  - Robinson-Patman Act
  - Wheeler-Lea Act
  - Government agencies that protect competition
  - Justice Department
  - Federal Trade Commission
-

## 2. Which Laws protect businesses?

- Patents
- Copyrights
- Trademarks

## 3. List the Laws that protect consumers. (Nov/Dec,2016)

- Licenses
- Zoning laws
- Consumer protection laws

## 4. What Regulations protect employees?

- Workplace discrimination
- Equal Employment Act
- Protection for disabled people
- Safe working conditions
- Family Medical Leave Act
- Wages

## 5. How can you get legal advice?

- Learn about laws affecting your business
- Hire a lawyer
- Prepaid legal plans

## 6. What is Ethics?

- **Ethics** is the study of moral choices and values.
- Different cultures define ethical behavior differently.

## 7. Define code of Ethics.

- A **code of ethics** is the level of ethical behavior demanded by an individual, a business, or a culture.

## 8. What is meant by Business ethics?

- **Business ethics** is the application of the principles of right and wrong to issues that come up in the workplace.
-

**9. List the Social responsibilities of a Entrepreneur.**

- Personal responsibility
- Responsibilities to customers
- Responsibilities to suppliers
- Responsibilities to creditors and investors
- Responsibilities to your community

**10. What is Personal responsibility of an Entrepreneur?**

- To yourself
- To your family
- To your friends

**11. List the Responsibilities to customers**

- Treat all customers with respect.
- Be honest.
- Avoid exaggerating the merits of your products or services.
- Inform customers of possible dangers of the products you sell.
- Handle all disputes fairly.

**12. List the Responsibilities to suppliers**

- Treat all suppliers with respect.
- Refuse to participate in dishonest schemes your suppliers may suggest.
- Give suppliers time to fill your order.
- Handle all disputes fairly.
- Let your current supplier know the reason for your decision if you change suppliers.

**13. What are the Entrepreneur's Responsibilities towards creditors and investors**

- Run your business as carefully as possible.
  - Let creditors and investors know when things are not going well.
  - Never conceal losses from them.
-



**14. List the responsibilities to your community**

- Contribute money
- Donate products or services
- Get involved

**15. How will you respond to changes in the workplace?**

- Accommodate your employees' family needs
- Consider flexible work hours

**16. How can an entrepreneur respect the environment?**

- Protect the environment from pollutants.
- Conserve nonrenewable resources, such as coal and oil, by using them efficiently.
- Reduce waste and dispose of waste responsibly.
- Use environmentally safe and sustainable energy sources to meet your business needs.
- Sell products that cause as little damage to the environment as possible.

**17. What law covers the environment?**

- The Environmental Protection Agency (EPA) enforces federal laws concerning clean air and water.
- If your business handles hazardous materials, you will need to become familiar with these laws.

**18. Determine when your business is ready to expand.**

- Manage the growth of your business.
- Select a growth strategy.
- Examine product life cycle and development.

**19. Determine when to expand**

- Consider the condition of your business
- Assess economic conditions

**20. How can you control your growth?**

- Create a plan for growth
  - A plan for expansion should include strategies for:
-

- Attaining measurable objectives and goals
- Hiring managers and supervisors
- Financing expansion
- Obtaining resources for expansion

**21. How will you choose a growth strategy?**

- Penetrate the market
- Expand geographically
- Diversify with new products or services

**22. List the stages of a Product life cycle**

Stages of a product life cycle

- Introduction
- Growth
- Maturity
- Decline

**23. What is meant by Product development**

- New product development
- Idea development
- Idea screening
- Strategy development
- Financial analysis
- Product development and testing
- Product marketing

**24. List the government regulation of international trade**

- Quotas
  - Tariffs
  - Qualitative restrictions
  - The North American Free Trade Agreement
-

- Government assistance to companies operating abroad

## 25. What is culture?

- **Culture** is the set of customs, beliefs, and social attitudes that characterize a particular group of people.

## 26. Cultures within the united states

- Respect cultural diversity
- Avoid stereotyping people.
- Focus on similarities rather than differences.
- Learn about different cultures.
- Make friends with someone from a different culture.
- Try to understand and identify with other people's feelings
- Market to different cultures

## 27. Culture and the global marketplace

- Familiarize yourself with other cultures
- Speak the language
- Understand cultural practices
- Develop cultural sensitivity
- Research different cultures

## 28. Define Tariff.

A tax imposed on imported goods and services. **Tariffs** are used to restrict trade, as they increase the price of imported goods and services, making them more expensive to consumers. A specific **tariff** is levied as a fixed fee based on the type of item

## 29. What do you mean by product marketing?

Product marketing is the process of promoting and selling a product to an audience. Product marketing, as opposed to product management, deals with more outbound marketing or customer-facing tasks.

## 30. What is product life cycle?

Product Life Cycle. A new product progresses through a sequence of stages from introduction to growth, maturity, and decline. This sequence is known as the product life cycle and is

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associated with changes in the marketing situation, thus impacting the marketing strategy and the marketing mix.

### **PART-B**

1. Recognize how laws promote competition in market? (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.187-250)
2. Study how regulations that protect businesses and the public affect your company. (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.370-378)
3. Identify the laws protecting employee's rights. (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.370-378)
4. Recognize the importance of getting legal help. (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.187-290)
5. Recognize the need to behave ethically in your business. (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.187-290)
6. Recognize your responsibilities to customers, suppliers, creditors, investors, and your community. (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.370-380)
7. Choose environmentally safe ways of doing business. (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.370-380)
8. How can you develop a Strategy for Growth(Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.378-386)
9. Determine when your business is ready to expand. (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg. 378-386)
10. How can you manage the growth of your business? (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg. 378-386)
11. Identify the different ways you can export and import. (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg. 378-386)

### **PART-C**

1. Determine whether international business is right for you. (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.187-290)
  2. Evaluate trade regulations that will affect your business. (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.187-290)
  3. Determine why knowledge of different cultures is important for entrepreneurs. (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.190-250)
-

4. How can you examine product life cycle and development? (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.370-378)
5. Explain the major considerations for choosing a layout for a business along with details of merit and demerits. (Nov/Dec, 2016) (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.209-290)
6. Explain current liability, long term liability, current asset and fixed asset and its relevance in Entrepreneurship development. (Nov/Dec, 2016) (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg. 378-386)

BT6014



Reg. No.

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**Question Paper Code : 80154**

B.E./B.Tech. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2016.

Seventh Semester

Biotechnology

BT 6014 – BIO INDUSTRIAL ENTREPRENEURSHIP

(Regulations 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Who do you think is one of the most important entrepreneurs of the twenty first century?
2. Mention the need for the development of entrepreneur.
3. Give the essential features of a written plan.
4. List some common mistakes made in business planning.
5. What question should you ask when identifying your target market?
6. Name four types of customer data that may be analyzed in developing a customer profile.
7. What are the four basic options of channels of distribution?
8. Name some advantages and disadvantages of partnership.
9. How can entrepreneurs protect IPR?
10. What does an income statement show?

PART B — (5 × 16 = 80 marks)

11. (a) Describe different types of entrepreneurial business with examples.

Or

- (b) Describe how entrepreneurs in biotechnology sector can identify opportunities for developing a successful business.

12. (a) What are the three main purposes of a business plan and why it is important to an entrepreneur?

Or

- (b) List the elements of the main body of a business plan and explain why each one is important.

13. (a) Explain the types of data do entrepreneurs collect through market research with a relevant case study.

Or

- (b) Describe the six steps of market research and methodologies for application in business development.

14. (a) Explain the advantages and disadvantages of owning a franchise.

Or

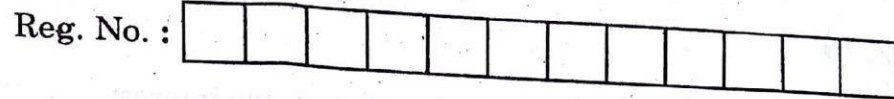
- (b) Explain the main benefit of setting up your business as a corporation.

15. (a) Explain the major considerations for choosing a layout for a business along with details of merits and demerits.

Or

- (b) Explain current liability, long term liability, current asset and fixed asset and its relevance in entrepreneurship development.





**B.E./B.Tech. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2017**  
**Seventh Semester**  
**Bio-Technology**  
**BT6014 – BIO INDUSTRIAL ENTREPRENEURSHIP**  
**(Regulations 2013)**

Maximum : 100 Marks

**PART – A** (10×2=20 Marks)

1. List the characteristics of a successful entrepreneur.
2. What is known as equilibrium price and quantity ?
3. State the usefulness of business plan.
4. List the important elements of the main body of any business plan.
5. What is meant by market share ?
6. Define return on investment.
7. Comment on equity capital.
8. Mention various financial sources available for start-up business.
9. What is the need for business ethics ?
10. How market place becomes important in sustaining the growth of your business ?

11. a) Explain in detail the various aspects of market economy.

b) Explain in detail the various factors involved in identification of a market need.



**50179**



12. a) Develop a model business plan of your own interest.

(OR)

b) Explain in detail the basic elements of a business plan.

13. a) Discuss about developing marketing strategy for a business.

(OR)

b) Explain in detail about staffing needs, recruiting and hiring employees.

14. a) Describe in detail the various ways to finance your business.

(OR)

b) State how record keeping and accounting could be done to monitor the progress of your business establishment.

15. a) Discuss about the intellectual property rights of entrepreneurs with suitable examples.

(OR)

b) Present a case study to show the growth of any business in today's market place.

**ANNA UNIVERSITY EXAMINATION NOV/DEC, 2017**  
**BT6014 BIOINDUSTRIAL ENTREPREUNERSHIP (R2013)**  
**SOLVED UNIVERSITY QUESTION PAPER**

**PART-A (2\*10=20 Marks)**

**29. List the Characteristics of Successful Entrepreneurs.**

Successful entrepreneurs are:

- independent
- self-confident
- determined
- goal-oriented
- achievement-oriented with high standards
- able to act quickly
- technologically current

**30. What is known by equilibrium price and quantity?**

Equilibrium price and quantity: the point at which the supply and demand curves meet

**31. State the Usefulness of a Business Plan.**

Usefulness of a business plan

- Makes you think about all aspects of your business.
- May help you secure financing for your business.
- Helps you communicate your ideas to others.
- Can serve as a tool for managing your business.

**32. List the important elements of the main body of any Business plan.**

- Introductory elements
- Cover letter
- Cover sheets
- Table of contents
- Statement of purpose
- Executive summary
- Main body of your plan
- Appendix

**33. What is meant by market share?**

**market share:** a business's percentage of the total sales generated by all companies in the same market

The total market for a product must be known in order for market share to be determined.

$$\text{Amount of Sales} \div \text{Total Market Size}$$

**34. Define return on investment.**

**Return on investment (ROI) :** amount earned as a result of the investment

- usually expressed as a percentage

**35. Comment on Equity capital**

**Equity capital** is money invested in a business in return for a share in the business's profits.

- **Sources of equity capital**
- Personal financing
- Friends and family
- Venture capitalist

**36. Mention various financial sources available for start-up business.**

- Finding financing in any economic climate can be challenging, whether you're looking for start-up funds, capital to expand or money to hold on through the tough times. ...
- Consider Factoring.
- Get a Bank Loan.
- Use a Credit Card.
- Tap into Your 401(k)
- Try Crowdfunding.
- Pledge Some of Your Future Earnings.
- Attract an Angel Investor.

**37. What is the need for business ethics?**

Business ethics are must to safeguard rights of the consumers. Protecting employees and shareholders : Business ethics are required to protect the interest of employees, shareholders, competitors, dealers, suppliers, etc. It protects them from exploitation through unfair trade practices.

**38. How market place becomes important in sustaining the growth of your business?**

- Create a plan for growth
- A plan for expansion should include strategies for:
- Attaining measurable objectives and goals
- Hiring managers and supervisors
- Financing expansion
- Obtaining resources for expansion

**PART-B (5\*16=80)**

**39. A) Explain in details the various aspects of market economy.** (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg. 90-117)

**or**

**B) Explain in detail the various factors involved in identification of a market need.** (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg. 90-117)

**40. A) Develop a model business plan of your own interest.** (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.61-82)

**Or**

**B) Explain in detail the basic elements of a business plan.** (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.62-73)

- 13. A) Discuss about developing marketing strategy for a business.** Plan (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg. 118-145)

**Or**

**B) Explain in detail about staffing needs, recruiting and hiring employees.** (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg. 302-305)

- 41. A) Describe in detail about various ways to finance your business.** (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.237-267)

**Or**

**B) State how record keeping and accounting could be done to monitor the progress of your business establishment.** (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.253-256), (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.237-267)

- 42. A) Discuss about the intellectual property rights of entrepreneurs with suitable examples.** (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.370-378)

**Or**

**B) Present a case study to show the growth of any business in today's market place.** (Cynthia L. Greene. Entrepreneurship. Ideas in Action. Pg.370-378)